DECEMBER 13, 1954

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Ready to Start
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24TH
year

HE NEWSWEEKLY
RADIO AND TV

KPRC-TV
HOUSTON

FIRST
WITH
489 Years*
of TV EXPERIENCE

To be first and STAY first requires EXPERIENCE. KPRC-TV has it . . . 489 years of it! A staff of 127 people (many of them with the station since it telecast Houston's first program in 1949) keeps KPRC-TV first. They maintain KPRC-TV's excellence in performance and market-wise programming. They make KPRC-TV the best buy in the Gulf Coast area . . . morning, afternoon, evening . . . all the time, day after day, and year after year.

* aggregate TV experience total

KPRC-TV Channel 2

JACK HARRIS, Vice President
and General Manager
Nationally Represented by
EDWARD PETRY & CO.

YOUR BEST COST-PER-THOUSAND BUY!

POWER
CH. 28
+ Programming
= Audience!

WBRE-TV NOW AMERICA'S MOST POWERFUL STATION WITH

One Million Watts

POWER ..... PUNCH ..... PERFORMANCE ..... PERFECT PICTURE ..... PROGRAMMING ..... PERSONNEL ..... PERSONALITIES ..... PULLING POWER ..... PEOPLE ! ! And now ..... a MILLION WATTS of power to make even our previous achievements seem picayune.

WBRE-TV has to its record some outstanding "Firsts" but none greater than being the FIRST MILLION WATT TV STATION IN THE NATION. WBRE-TV applied for and received the first million watt tv station grant from the F.C.C. It is a source of satisfaction that we have been able to fulfill this grant in less than two years.

The thirty years of great engineering, programming and selling know-how that went into our remarkable radio record is now achieving phenomenal feats of merchandising and selling for our TV clients. Full schedule of NBC shows in black and white and color... outstanding local shows... news and sports coverage of local, regional and national interest makes WBRE Channel 28 the Powerful, Programming, Audience-delivering buy in Television.

WBRE-TV Ch. 28

Wilkes-Barre, Pa.

AN NBC BASIC BUY!

National Representative
The Headley-Reed Co.

you'll

MISS PROVIDENCE

without
WHIM!

Largest Daily Audience of
Any Providence Station

—Pulse, October, 1954

WHIM
PROVIDENCE

REPRESENTED BY HEADLEY-REED
KETTELL-CARTER OF BOSTON

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Presenting the Super-powered CHAMPION

WGAL-TV

NBC CBS DuMONT
LANCASTER, PA.

316,000 Watts

WGAL-TV makes every blow tell, every advertising dollar you spend *count.* Use WGAL-TV to reach a vast, enthusiastic audience —three and a quarter million people who have an annual effective buying income of more than $5 billion, who spend almost $3 billion for retail goods annually. *Win everytime with WGAL-TV.*

The Channel 8 Mighty Market Place

York
Hanover
Gettysburg
Chambersburg
Waynesboro
Hazleton
Frederick
Harrisburg
Lebanon
Sunbury
Lewistown
Lock Haven
Westminster
Hagerstown
Reading
Carlisle
Pottsville
Lewisburg
Shamokin
Bloomsburg
Martinsburg

STEINMAN STATION
Clair McCollough, Pres.

Representatives

MEEKER TV, INC. NEW YORK LOS ANGELES CHICAGO SAN FRANCISCO

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BINGO QUESTIONED ● Tv bingo type show, called *Play Marco,* is under FCC microscope. Commission planned to make formal inquiry via "McFarland letter" fortnight ago of KTLA (TV) Hollywood, one of stations carrying show, then decided to let staff write first. Reply is pending. KTLA claims format avoids lottery aspect, already has been cleared by local legal authorities.

B•T

HALF-DOZEN radio-tv executives of Biow Co., plus clerical aides, resign effective Jan. 1 to join McCann-Erickson which at that time formally takes over $5 million-plus Bulova account under direction of C. Terrence Clyne, who becomes senior vice president of M-E. Among them: Christian Valentine, senior tv producer; Tom Byrne, account executive on administration; Mildred Fulton, chief timebuyer; Ferd Ziegle, account executive for sales promotion; Bruce Enderwood, tv creative supervisor, and Herman Zwada, art director.

B•T

SECOND LOOK ● Subscription tv was discussed by FCC for second time within fortnight at meeting last Tuesday. Result: Matter will come up again at first meeting in January, with prospect that very broad statement will be issued eliciting comments on box office proposals preparatory to consideration of rule-making proceedings, if any.

B•T

WHAT WOULD be cost merely to experiment with subscription tv in one or two major markets on a commercial basis? Best guess is it would entail $10 to $20 million. Hence it's concluded that even if FCC authorized "commercial experimentation" as proposed by Zenith's Phonevision, it would take many months before even single market could be readied.

B•T

MILWAUKEE REVISITED ● New chapter in "Milwaukee story" involving tv may be written shortly. Acquisition of WTVW (TV) (ch. 12) which went on air Oct. 27 by Hearst (WISN) reportedly is in negotiation. If it jells, Hearst will drop application for ch. 6 at Whitefish Bay, Milwaukee suburb, leaving two applicants contesting for facility: Cream City Broadcasting Co. (WMIL) and Independent Tv Inc. (Jack Kahn, president).

B•T

WGAR CLEVELAND and CBS have gotten together on regular two-year renewal of affiliation contract, effective next April 1. There had been speculation that Cleveland affiliation would shift to WJW, recently purchased by Storer Broadcasting Co., in light of impending shift of CBS Tv from WEWS (TV) (Scripps-Howard) to WXEL (TV) (Storer) on March 1. Contract offered last week and will be signed today (Mon.) in New York by Herbert E. Evans, vice president and general manager, Peoples Broadcasting Corp., and Wm. A. Schudt, CBS Radio vice president for station relations.

B•T

RENEGOTIATION ● Though not on agenda, renewal of contract of Harold E. Fellows as president of NARTB may be brought up at joint board meetings of trade association in Hollywood Beach, Fla., Jan. 26-28. Although Mr. Fellows' five-year contract does not expire until June 1956 and is subject to renegotiation one year earlier, number of board members nevertheless feel that conversations should be undertaken promptly. Mr. Fellows is believed willing to negotiate new contract despite rigors of past three years.

B•T

ASSOCIATED Tulsa Broadcasters, which has incubated several projects to sell radio on local level with considerable success, plans to move into national field, citing fact that local radio sales generally are good if not zooming. New national pitch will be: "Every sale is a local sale—no matter who pays the bill."

B•T

SWITCHES IN SENATE ● Two subcommittees—important to welfare of broadcasting—may be named shortly by Sen. Harley M. Kilgore (D-W. Va.) who becomes chairman of Judiciary Committee at next session. Sen. Kilgore can name himself chairman of Anti-Monopoly Subcommittee headed last session by Sen. William Langer (R-N. D.) but Sen. Estes Kefauver (D-Tenn.) is angling for chairmanship. If Sen. Kilgore takes monopoly chairmanship then Sen. Kefauver presumably will be named chairman of Juvenile Delinquency Subcommittee headed last session by retiring Republican Sen. Robert C. Hendrickson of New Jersey.

B•T

IF SENATE Judiciary Committee decides on communications "monopoly inquiry" proposed by Sen. Kilgore, among those in forefront for consideration as committee counsel will be Leonard H. Marks. Howard L. Chernoff, asked by Sen. Kilgore to consult with him on probe, arrived in Washington last weekend for conferences with Sen. Kilgore and Mr. Marks, among others. (Story page 76.)

OLD FACES ● Nostalgic note may be introduced at upcoming Radio Pioneers banquet to be held in Washington in conjunction with NARTB convention, week of May 22. Radio greats of yesteryear may be asked to return to mikes (some to make their tv debuts). Among these would be Correll and Gosden, Jessica Dragonette, as well as those durable old timers, Jack Benny, Bing Crosby, Frank Parker, etc. Plan is simply in formative stage, but is bound to develop impetus.

B•T

EFFECT of illness of Alabama Governor Gordon Persons on campaign by his friends for FCC commissionership next June in doubt last week. Gov. Persons, former operator of WSFA Montgomery, suffered coronary thrombosis last Thursday, but was reported making swift comeback. Alabama broadcaster's friends have urged him to seek post now held by Comr. Frieda B. Hennock, when her term expires June 30. He is brother of Maj. Gen. Wilton B. Persons, deputy assistant to President Eisenhower, and retires as governor Jan. 1.

B•T

JOINERS ● All of Westinghouse Broadcasting Co.'s radio and tv stations will become members of NARTB effective Jan. 1. Currently only KDKA Pittsburgh, WPTZ (TV) Philadelphia and KPIX (TV) San Francisco are members. New members will be: WBZ-WBZA Boston-Springfield and WBZ-TV Boston, KYW Philadelphia, WOWO Fort Wayne and KEX Portland, Ore.

B•T

IT'S understood that number of stations confused by Life Music Inc. solicitation of music licenses (see story page 99) have contacted BMI for clarification. As consequence, BMI plans to write inquirers, explaining numbers BMI has deleted and giving specific information on its titles.

B•T

PI SQUELCH ● One group station operator figures he has answer to off-rate card and bargain basement pitches. When large agency suggested five spots per day with payment for three only, he agreed with understanding that company represented by agency would give him utility service it provided at three-fifths of going rate.

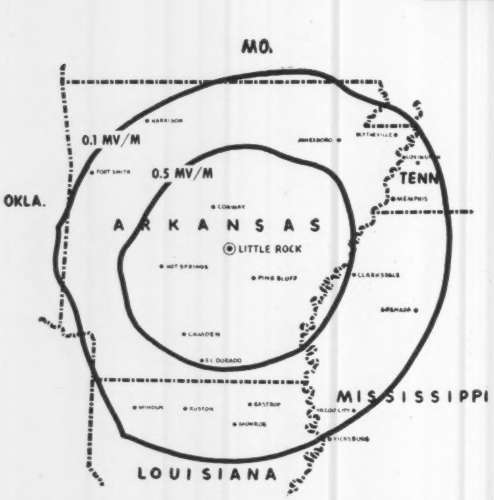
B•T

MAJOR exposition of broadcasting's publice service achievements slated for 1955 NARTB convention in Washington next May. This first display of radio-tv contributions to nation's welfare will include series of special showings for Congressional guests and high Washington officials.

DON'T USE KTHS *IF YOU SELL A* "*Limited Market*"

(Little Rock ONLY, for instance)

DO USE KTHS *IF YOU SELL* *most or all of Arkansas!*


MO.
0.1 MV/M
0.5 MV/M
OKLA.
ARKANSAS
LITTLE ROCK
HARRISON
FORT SMITH
CONWAY
HOT SPRINGS
PINE BLUFF
CAMDEN
EL DORADO
JONESBORO
BLYTHEVILLE
COVINGTON
TENN
MEMPHIS
CLARKSDALE
GRENADA
MISSISSIPPI
MINDEN
RUSTON
BASTROP
MONROE
YAZOO CITY
VICKSBURG
LOUISIANA

Daytime, the Station KTHS primary (0.5MV/M) area has a population of 1,002,758. More than 18%, or over 100,000, do not receive primary daytime service from any other radio station.

KTHS interference-free daytime coverage extends to the 0.1MV/M contour, except in the southwest quadrant — has a population of 3,372,433.

IF you want the "white-tie-and-tails set" alone, in your National Spot Campaign,—*don't* use KTHS in Arkansas!

KTHS is 50,000 watts—CBS—broadcasts from Little Rock, the State Capital, in the *center* of Arkansas.

Automatically, KTHS could deliver a big and important audience throughout practically *all* the State. And KTHS *does* deliver because our News, Farm, Music and other departments supplement network fare with tremendously effective *State-wide* programming.

So we repeat. *Don't* use KTHS if you want to reach only a small market. *Do* use KTHS if you want a big Arkansas audience—big Arkansas results. Ask your Branham man for all the facts.

50,000 Watts . . . CBS Radio

Represented by The Branham Co.

Under Same Management as KWKH, Shreveport

Henry Clay, Executive Vice President

B. G. Robertson, General Manager

KTHS

BROADCASTING FROM

LITTLE ROCK, ARKANSAS

at deadline

McCANN-ERICKSON, MARSCHALK & PRATT MERGE TO 'BROADEN CLIENT SERVICES'

McCANN-ERICKSON and Marschalk & Pratt Co., both New York, will merge Jan. 1, it was announced jointly last Friday by H. C. Marschalk, founder of Marschalk & Pratt, and Marion Harper Jr., McCann-Erickson president. Marschalk & Pratt will remain intact and operate as division of McCann-Erickson. It was said to be first time that large general-service agency has undertaken to run specialized advertising agency as division of company, and first time agency has set up another agency to operate as division in same city.

Estimated billings totaling roughly $120 million per year represented by two firms—about $6 million for Marschalk & Pratt and approximately $115 million for McCann-Erickson.

Purpose of merger is to diversify and broaden client services of merged operations, officials said. Marschalk & Pratt will bring specialized knowledge in industrial and business advertising to McCann-Erickson, while at same time having advantages to be gained from large agency with many specialized departments. New division will have access to central departments of McCann-Erickson, including research, television and radio among others.

Merger unites two of oldest agencies in field today. McCann-Erickson was founded in 1901 and Marschalk & Pratt in 1923.

Mr. Marschalk becomes chairman of new division; S. L. Meulendyke, formerly executive vice president of M&P, will be president of division; S. H. Giellerup, former vice president, becomes senior vice president. Curt A. Peterson and R. H. Jones remain as vice presidents of division. Messrs. Marschalk and Meulendyke also become vice presidents of McCann-Erickson.

Division will continue to operate at 535 Fifth Ave.

M&P brings following clients to McCann-Erickson: Esso Standard Oil Co., Flintkote Co., Globe Automatic Sprinkler Co., Hartford Fire Insurance Group of Companies (which includes Hartford Fire Insurance Co., Hartford Accident & Indemnity Co. and Hartford Live Stock Insurance Co.), International Nickel Co., National Lead Co., Newport News Shipbuilding & Dry Dock Co., Sargent & Co., Standard Oil Co. (N. J.), Tile-Tex Co., and Western Maryland Railway.

Of the Marschalk & Pratt accounts, three have been users of radio-television—Esso, International Nickel and Standard Oil of New Jersey.

"In the design of this merger," Mr. Harper said, "McCann-Erickson had no hesitation in breaking with agency traditions and forming a separate agency division whose identity is preserved. We see no reason why the various forms of corporation organizations are not as readily applicable to the advertising agency business as they have been to other businesses and professions."

Eastern Colleges Support NCAA Football Control

EASTERN Collegiate Athletic Conference voted Friday to adopt restricted tv football program similar to National Collegiate Athletic Assn. program in effect past three seasons, but suggested that sponsors and/or networks be permitted to select "game of the week" as late as five days before game's playing date. In resolution, ECAC stated it supported "the theory that maximum damage is done to a game's attendance by the telecast of an important contest in the same general area."

Since Big Ten and Pacific Coast conferences have gone on record as favoring change to regional tv, heated discussion is expected to develop at NCAA convention in New York in January when football tv policy for 1955 will be formulated.

New and Renewed Sales Reported by NBC, DuMont

NINETEEN advertisers have renewed programs on NBC Radio for another 52 weeks for estimated gross billings total of nearly $18 million, it was disclosed Friday. Advertisers listed include Allis-Chalmers, American Tobacco Co., Chevrolet Div. of General Motors, Colgate-Palmolive, DeSoto Div. of Chrysler, Liggett & Myers, Miles Labs, Mytinger & Casselbarry, Procter & Gamble, R. J. Reynolds, Richfield Oil, Sterling Drug, Skelly Oil, Standard Oil of Calif., White King Soap Co., W. P. Fuller, General Mills, Coast Fisheries and Lewis Foods.

At same time, almost $7 million in gross business, new and renewed, is being announced today (Mon.) by John H. Bachem, DuMont Television Network's general manager, who described period since Nov. 1 at DuMont to be "one of the most active in the network's sales history." (For complete DTN listing of these renewals and new sales see story page 32.)

'Look' Awards Load NBC-TV

NBC-TV, with seven winners, led television networks in *Look* magazine's fifth annual tv awards, announced as follows:

NBC-TV: George Gobel, best comedian; Fred Coe, best producer; Jack Webb, best director; *Camel News Caravan,* best news program; *You Bet Your Life,* best quiz or panel program; *Ding Dong School,* best children's program, and *Cavalcade of Sports,* best sports program.

CBS-TV: *Omnibus,* best educational program; *Garry Moore,* best master of ceremonies; *Toast of the Town,* best variety program, and *See It Now,* best public affairs program.

DuMont: *Life Is Worth Living,* best religious program.

ABC-TV: *U. S. Steel Hour,* best dramatic program.

• BUSINESS BRIEFLY

KING SIZE CAMPAIGN • P. Lorillard & Co. (Old Gold filter king size cigarettes), through Lennen & Newell, N. Y., placing radio-television campaign in 60 markets starting Jan. 24 for six weeks.

BETWEEN GAMES • R. J. Reynolds Tobacco Co. (Camel cigarettes) will sponsor, for second year, *Sports Highlights,* film review of American sports events in 1954, on NBC-TV between coverage of Cotton and Rose Bowl football games on New Year's Day. Rose Bowl game slated to begin on NBC-TV at 4:45 p.m. EST.

BEFORE GAME • R. J. Reynolds Tobacco Co. (Camel cigarettes), Winston-Salem, N. C., will sponsor program on ABC Radio and ABC-TV on Jan. 1, 1:45-1:55 p.m. EST, immediately prior to networks' coverage of Sugar Bowl football game. Agency: Wm. Esty Co., N. Y.

DRAMA FOR POND'S • Though Kraft Foods is giving up its hour-long *Kraft Tv Theatre* on ABC-TV, another J. Walter Thompson Co. client, Pond's Extract Co. (women's toiletries), N. Y., is expected to pick up same time spot (Thurs., 9:30-10:30 p.m. EST) with same type of dramatic series.

DRAW EIGHT • Liebmann Breweries, N. Y. (Rheingold beer), to sponsor New Year's Eve Guy Lombardo show on eight New York stations: WRCA, WABC, WINS, WMGM and WOR, 11:30 p.m.-12:30 a.m. EST; WNEW, 11:35 p.m.-12:30 a.m.; WMCA, 11:30 p.m.-12:05 a.m., and WCBS, 11:30-11:59 p.m. Agency: Foote, Cone & Belding, N. Y.

SHULTON RENEWS • Shulton Toiletries, N. Y., through Wesley Assoc., N. Y., renewing spot announcement campaigns in its 10 basic radio markets.

JELLO ON TV • General Foods (Jello pudding and pie filling) planning television spot announcement campaign to start Jan. 17 for six weeks, using evening and daytime. Agency is Young & Rubicam, N. Y.

VASELINE ON RADIO • Vaseline Hair Tonic, through McCann-Erickson, N. Y., buying one-minute E. T.'s for early-morning radio spot announcement campaign to start Jan. 1 and run for 26 weeks in number of markets. Firm also is placing test saturation spot campaign in two cities for 12 weeks.

EVEREADY SPOTS • Eveready Batteries, through Ruthrauff & Ryan, N. Y., is planning radio spot announcement campaign to begin Jan. 17.

NBC Signs Cy Howard

CY HOWARD, after 15-year association with CBS and producer of *My Friend Irma* and *Life With Luigi,* has been signed by NBC to develop new comedy series which will originate in Hollywood, NBC is announcing today (Mon.). Fred Wile Jr., vice president in charge of programs at NBC Pacific Division, said Mr. Howard's approach will represent "an entirely new departure in tv comedy."

NOW . . . .

Toledo's WSPD-TV

has maximum power!

Audio

160,000

~~24,000~~ watts

Video

316,000

~~48,000~~ watts

Maximum Power in this billion dollar market means 30% increased coverage for SPeeDy's advertisers.

Watch for complete market facts soon to be released.

A STORER STATION

WSPD

RADIO
TELEVISION
TOLEDO, OHIO

Represented Nationally
by KATZ

Storer Broadcasting Company
TOM HARKER, NAT SALES DIR., 118 E. 57th STREET, NEW YORK

at deadline

Green Bay Broadcaster Heads MBS Affiliates

JOHN M. WALTER, WJPG Green Bay, Wis., elected chairman of Mutual Affiliates Advisory Committee at meetings held Thursday through Saturday morning at Boca Raton, Fla. Ray Butterfield, WLOX Biloxi, Miss., elected vice chairman and J. W. Betts, WFTM Maysville, Ky., elected secretary. Meeting, described by MBS authorities as devoted to routine matters, was attended by Mutual delegation including President Thomas F. O'Neil; Vice Presidents J. Glen Taylor, Robert A. Schmid, E. M. (Pete) Johnson and B. J. Hauser; Station Relations Director Robert Carpenter, and Station Relations representatives Charles King and Tom Duggan.

WWSW Protests CBS Purchase, Move of WSTV-TV

CBS' $3 million purchase of WSTV-TV Steubenville, Ohio, and proposed move of ch. 9 outlet to Florence, Pa., just outside Pittsburgh, met with new opposition Friday as WWSW Pittsburgh petitioned FCC to dismiss applications. Joining protest filed earlier by WJAS Pittsburgh, WWSW attacked CBS proposal as illegal [B•T, Dec. 6, Nov. 29, 22].

WWSW and WJAS are remaining contestants for Pittsburgh ch. 11 after withdrawal of bid by Westinghouse Broadcasting Corp., operator KDKA there, which has bought ch. 2 WDTV (TV) Pittsburgh from DuMont for $9¾ million, subject to FCC approval (story page 68).

"The proposed assignment and modification are nothing more than palpable attempts by CBS and WSTV-TV Inc. to subvert the Commission's rules and its nation-wide plan of television assignments," WWSW charged. "The transaction and modifications proposed are an illegal scheme to give CBS an owned and operated television station in Pittsburgh by moving to that city a television channel which has been assigned elsewhere. CBS hopes to accomplish this without being annoyed by the Commission's rule-making procedures through the device of modifying an outstanding construction permit to provide for changes in studio and antenna locations," it continued.

Auto Dealers Heavy Spenders

BETWEEN January and October 1954 U. S. new car retailers spent more than $139 million on home-town advertising, the National Automobile Dealers Assn. reported today (Mon.). Average dealer spent $3,485 locally for first nine months averaging $36.60 per new car sold. Figures, which include all local media (no breakdown was available), do not include co-op ads or national radio-tv shows.

Permit Revocation Asked

FORMER applicant for ch. 11 at San Jose, Calif., Fm Radio & Tv Corp., petitioned FCC Friday to revoke permit of ch. 11 KQXI (TV) there and re-issue grant to Fm Radio. Petition charges all original stockholders of KQXI save its president have dropped out and contends prospective KQXI coverage is far less than that proposed by Fm Radio.

NEW NETWORK

MINIATURE radio network was set up by Radio Division of Bendix Aviation Corp. to help launch *U.S.S. Forrestal,* world's largest aircraft carrier, which was to be christened last Saturday at Newport News, Va. Because of ship's size, communications problem arose which was solved by Bendix with packsets which were operated by men at three strategic control points, one on "island" superstructure of *Forrestal,* another on deck and another on dock. Packsets were tuned to same frequency, as was transmitter-receiver equipment on dozen tugs involved in the launching, in "a tightly knit communications network, to help assure a precise operation."

'Globe-News' Surrenders Lubbock Vhf Grant

PERMIT for ch. 5 KFYO-TV Lubbock, Tex., was surrendered to FCC Friday for deletion. Owner Globe-News Pub. Co. explained it is not economically practical to continue construction of station since two already are operating there, ch. 11 KCBD-TV and ch. 13 KDUB-TV. Globe-News Pub. Co. also owns KGNC-TV Amarillo and is principal owner of KFYO and KGNC radio.

Concurrently, permit for ch. 35 WIMA-TV Lima, Ohio, and license for WLOK-AM there were surrendered to Commission pursuant to condition attached by FCC to grant for purchase of WLOK-AM-TV by WIMA-AM-TV [B•T, Dec. 6, Nov. 1]. WIMA radio is retained and application pends for switch of WLOK-TV, operating on ch. 73, to ch. 35. Operation is expected to continue under WIMA call. WLOK-TV is ABC, CBS and NBC affiliate.

Syracuse Dismissal Sought

WSYR-AM-FM-TV Syracuse, N. Y., asked FCC Friday to dismiss for want of supporting evidence protest filed earlier by WNDR Syracuse which charged restraint of trade [B•T, Nov. 8]. WNDR petition had asked Commission to revoke WSYR licenses on ground owner Samuel I. Newhouse, through his control of WSYR outlets as well as only local daily newspapers, was engaged in a "combination and conspiracy to monopolize" trade. WSYR answer contended WNDR's revocation plea is only reiteration of pending court suit brought by WNDR on same charges which it already has denied.

AFTRA Votes Network Pact

AMERICAN Federation of Television & Radio Artists announced Friday that its members have voted to ratify contract with radio and television networks. Contract, which sets up industry-financed pension and welfare plan for tv performers [B•T, Nov. 22], is expected to be signed as soon as agreement is reached on language of pact.

PEOPLE

FRANK H. BARTHOLOMEW, United Press first vice president, promoted to UP president and general manager succeeding **HUGH BAILLIE** who becomes chairman of board.

WES GALLAGHER, Associated Press general executive, and **HARRY T. MONTGOMERY,** AP traffic executive, both promoted as AP assistant general managers, it was announced Friday.

JOSEPH J. KEENE (Morton Salt account), **JAMES L. ISHAM** (S. C. Johnson & Son), and **JOHN S. NAGEL,** members of account executive staff at Needham, Louis & Brorby Inc., Chicago, elected vice presidents of agency.

HERBERT MANELOVEY, Benton & Bowles, N. Y., and **ALTON B. COPELAND,** Lever Brothers, N. Y., to BBDO, N. Y., in media department.

BOB STERN, publicity director, Jay Lurye Assoc., Duluth, Minn., to WMIN-TV Minneapolis-St. Paul as promotion manager.

WILLIAM P. ROSENSOHN elected president of Box Office Television Inc., N. Y., producer of closed-circuit tv meetings. Formerly executive vice president, he replaces **MILTON MOUND,** now chairman of board.

ALBERT THAYER, formerly with J. R. Mathes, N. Y., to NL&B, N. Y., as production manager. **PHYLLIS ANN SHARER** and **NAOMI BUNDSGAARD** to NL&B, Chicago, office as writers.

AFTRA Talks Hit Snag

NEGOTIATIONS between Chicago local of American Federation of Television & Radio Artists and WGN-AM-TV that city reported Friday to have hit snag over pension-and-welfare and other issues. Stalemate developed in wake of ratification by AFTRA local membership of pacts with ABC, CBS, NBC and agencies in Chicago for radio-tv performers late Thursday evening. Contracts are for two years and retroactive to Nov. 16. Local AFTRA board slated to discuss WGN Inc.'s latest offer at meeting Tuesday. Negotiations with WLS Chicago still in progress.

Dealers to Hear Carmine

JAMES H. CARMINE, president of Philco Corp., and other electronics leaders will address annual convention of National Appliance & Radio-Tv Dealers Assn. in Chicago Jan. 9-11. Other speakers to include David Hopkins, CBS-Columbia, on sales techniques, and Mort Farr, NARDA board chairman, on color tv prospects for dealers.

Voice Quarters on Display

TOUR of new Voice of America headquarters in Washington was made Friday afternoon by FCC Chairman George C. McConnaughey and Comrs. Frieda B. Hennock, John C. Doerfer and Robert T. Bartley. Host was J. R. Poppele, VOA director. Earlier, D. C. Chapter of American Women in Radio & Tv recorded half-hour program in new VOA headquarters studios, featuring interviews with officials of VOA and parent organization, U. S. Information Agency. Tape is available to other AWRT chapters. Elinor Lee, WTOP Washington, was m.c.

Tour of VOA facilities was arranged for AWRT by Ann Hagen, USIA radio-tv officer; Florence Lowe, AWRT D. C. chapter president, and Elizabeth Colclough and Gertrude Broderick, program co-chairmen.

the week in brief

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coming in b•t

THE BIGGEST CUSTOMERS OF RADIO-TV

B•T's annual authoritative survey of leading agencies and billings . . . Dec. 20 issue

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TELECASTING

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*Reg. U. S. Patent Office

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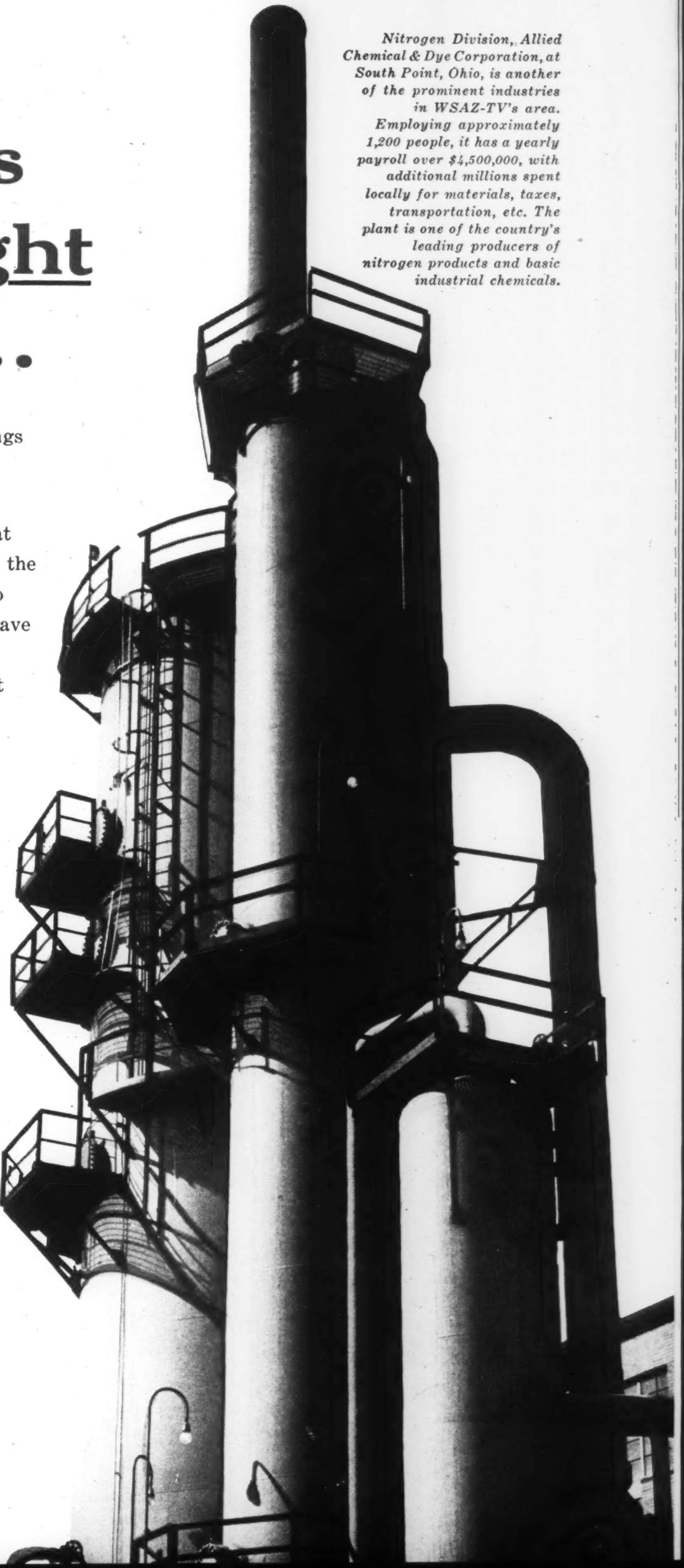
all it takes is the right catalyst...



Nitrogen Division, Allied Chemical & Dye Corporation, at South Point, Ohio, is another of the prominent industries in WSAZ-TV's area. Employing approximately 1,200 people, it has a yearly payroll over $4,500,000, with additional millions spent locally for materials, taxes, transportation, etc. The plant is one of the country's leading producers of nitrogen products and basic industrial chemicals.

A catalyst, you'll recall, is an agent that brings about a change in other things – yet remains as-good-as-new itself.

This is a rather accurate definition of what WSAZ-TV has been doing so admirably for the sales of so many products here in our big Ohio River Valley market. Their manufacturers have learned how effective an advertising catalyst we are – pervasive *and* persuasive in almost half a million television homes across five states!

Here is an area where sales-making can be a highly productive effort. Nowhere in the nation will you find such a vast profusion of factories, plants, shops, mills, and works – running at prosperous full-throttle – as in this industrial heart of America. Thanks largely to their activity (and resultant payrolls), an economic pressure of nearly *four billion dollars' buying power* will pile up this year.

Converting a bigger share of this into more sales for yourself is easy when you call upon the catalytic power of the *only single medium* covering our whole 116-county beehive. How easy (and at what reasonable cost) is a formula awaiting your inspection at any Katz office.

Huntington-Charleston, West Virginia
CHANNEL 3
100,000 watts ERP
NBC BASIC NETWORK
affiliated ABC & Du Mont

WSAZ
TELEVISION

also affiliated with Radio Stations WSAZ, Huntington WGKV, Charleston
Lawrence H. Rogers, Vice President and General Manager, WSAZ, Inc.
represented nationally by The Katz Agency

For the **right** start in **Color-TV...**

you need this RCA Test and Measuring Equipment "Package!"

This indispensable package represents a basic "*must*" for a satisfactory color operation—network, film or live. You need it to check your station performance, maintain your broadcasting standards, assure the highest quality.

The various components of this vital "package" are pictured below. Charts at the right show how these units are used with relation to other station equipment as a means of providing complete testing facilities to meet various situations.

RCA engineers—the acknowledged pioneers in the development of compatible color television—have spent years developing this test equipment which takes the guesswork out of color broadcasting. Already, RCA color test equipment is proving itself in nearly 100 stations, assuring compliance with FCC standards of quality.

The "package" represents the minimum requirements for your station. For peak station performance each of these items should be included. In many stations the duplication of certain of the items will be desirable.

For experienced assistance in planning the installation of this equipment to meet your individual requirements, call on your RCA Broadcast Sales Representative. Or write RCA Engineering Products Division, Camden, N. J.

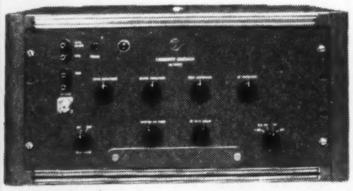
The 6 functions shown here represent the testing facilities required to attain and maintain the highest standards in color operation

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

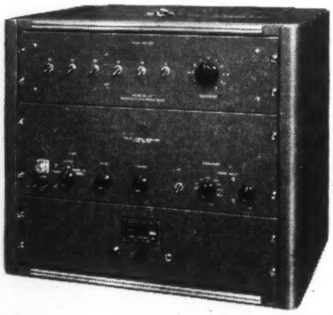
RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION CAMDEN, N.J.

You will need all of these 5 instruments for color test and measurement...

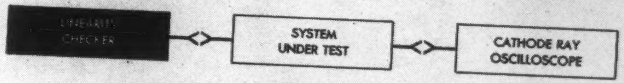


LINEARITY CHECKER
WA-7B

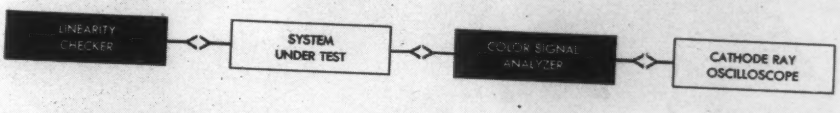


COLOR SIGNAL ANALYZER
WA-6A

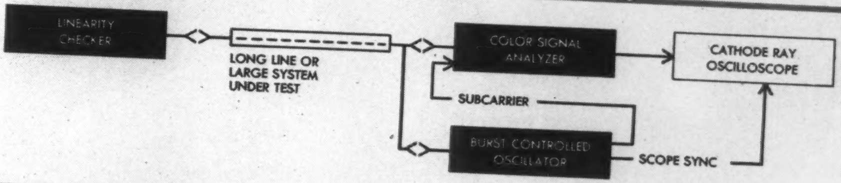
❶ Linearity Checker and Oscilloscope test for differential gain.


LINEARITY CHECKER
SYSTEM UNDER TEST
CATHODE RAY OSCILLOSCOPE

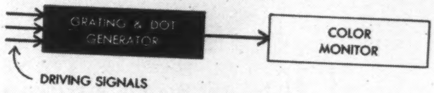
❷ Addition of Color Signal Analyzer makes it possible to check differential gain and differential phase.


LINEARITY CHECKER
SYSTEM UNDER TEST
COLOR SIGNAL ANALYZER
CATHODE RAY OSCILLOSCOPE

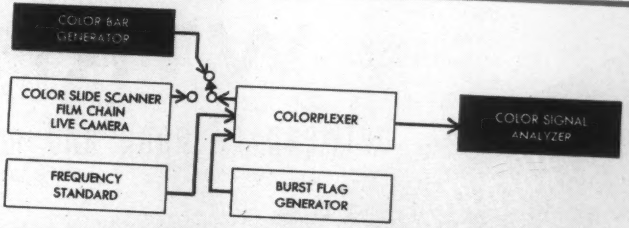
❸ Burst-Controlled Oscillator must be added to check differential gain and phase at remote locations where studio sub-carrier is not available.


LINEARITY CHECKER
LONG LINE OR LARGE SYSTEM UNDER TEST
COLOR SIGNAL ANALYZER
CATHODE RAY OSCILLOSCOPE
SUBCARRIER
BURST CONTROLLED OSCILLATOR
SCOPE SYNC

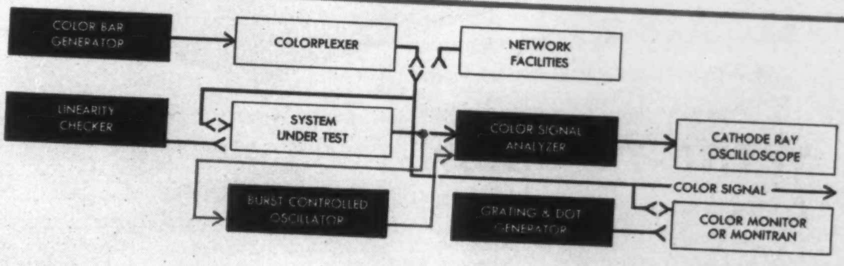
❹ Grating and Dot Generator checks convergence and deflection linearity of monitors. Its signal can also be used for checking house monitoring systems.

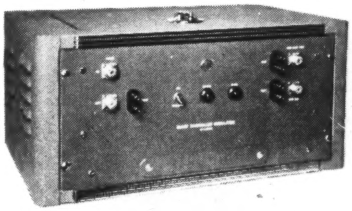

GRATING & DOT GENERATOR
COLOR MONITOR
DRIVING SIGNALS

❺ The Color Bar Generator shown is used with origination equipment for supplying test signal to system. The Color Bar Generator in conjunction with the Color Signal Analyzer is used for precise alignment of the Colorplexer.


COLOR BAR GENERATOR
COLOR SLIDE SCANNER FILM CHAIN LIVE CAMERA
COLORPLEXER
COLOR SIGNAL ANALYZER
FREQUENCY STANDARD
BURST FLAG GENERATOR

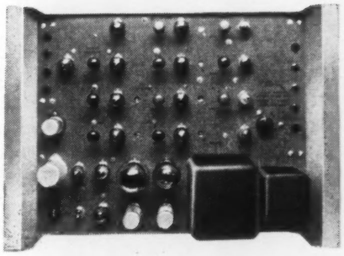
❻ Integrated Test Equipment System for color broadcasting. This includes all situations depicted above.


COLOR BAR GENERATOR
COLORPLEXER
NETWORK FACILITIES
LINEARITY CHECKER
SYSTEM UNDER TEST
COLOR SIGNAL ANALYZER
CATHODE RAY OSCILLOSCOPE
COLOR SIGNAL
BURST CONTROLLED OSCILLATOR
GRATING & DOT GENERATOR
COLOR MONITOR OR MONITRAN

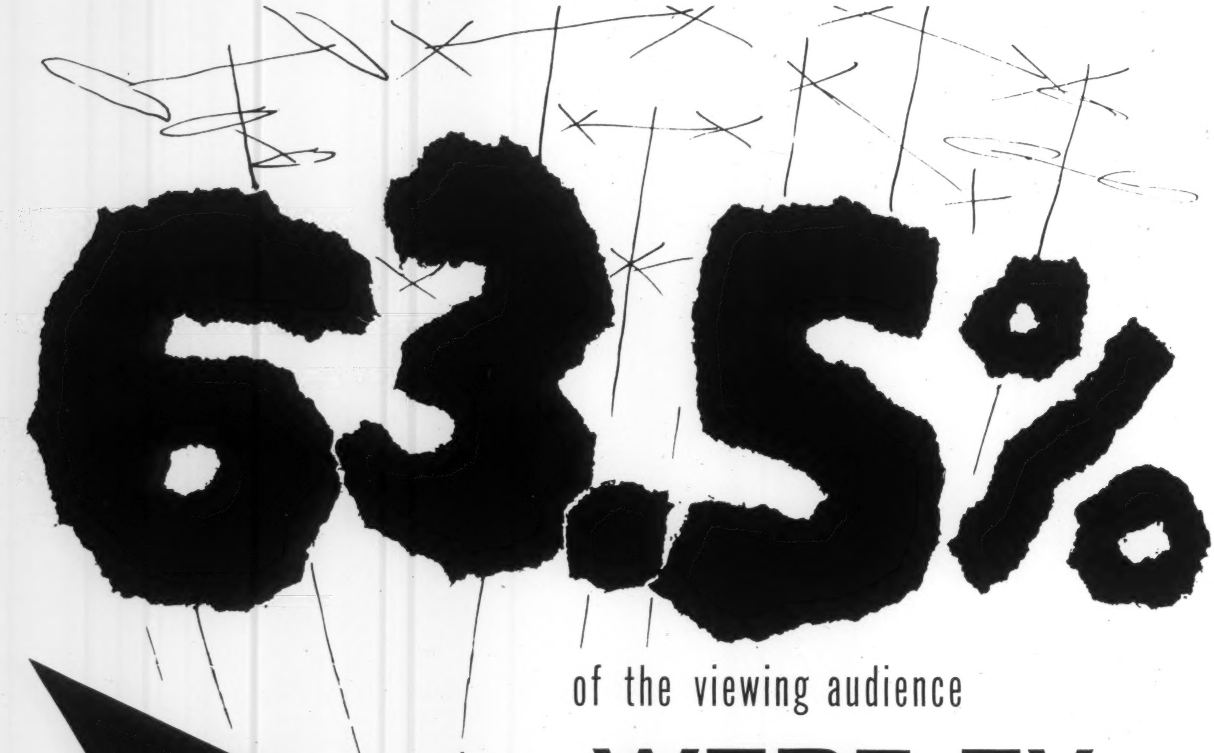


BURST-CONTROLLED OSCILLATOR
WA-4A

GRATING AND DOT GENERATOR
WA-3B



COLOR BAR GENERATOR
WA-1D



# of the viewing audience chooses WTRF-TV between 12 noon and midnight in the

WHEELING-STEUBENVILLE MARKET

The September, 1954 Telepulse Survey in the Wheeling-Steubenville Market shows:

Tuned in audience 12 noon to midnight

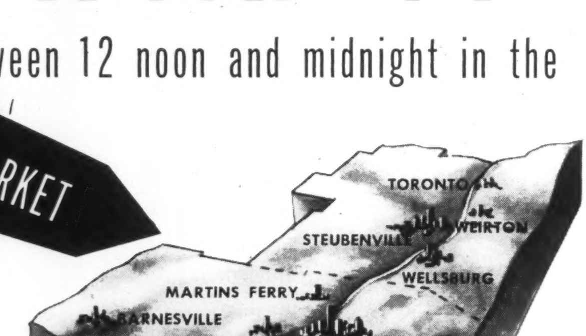
WTRF-TV	**63.5%**
Station B	18.5%
Station C	17.0%

What's more—of the top 25 program ratings

ALL 25 WERE ON WTRF-TV

If ever a station dominated its market, WTRF-TV does—not by a small margin—but by a sweeping majority. Better programing, better promotion and a more powerful signal makes WTRF-TV the big buy—the station necessary in this important market.

WTRF-TV
WHEELING, W. VA.



The September, 1954 Telepulse Survey was conducted in the Wheeling-Steubenville market including the following counties:

Brooke, Hancock, Ohio & Marshall Counties, W. Va.
Belmont and Jefferson Counties, Ohio

In the WTRF-TV listening area there are more than 387,000 families owning approximately 275,000 TV receivers, and spending more than a billion dollars annually in retail sales.

Channel 7 • 316,000 Watts
NBC Primary • ABC Supplementary • Represented by Hollingbery
Robt. Ferguson • VP & Gen. Mgr.
Telephone WHeeling 1177 • Now equipped for network color

FACE THE NATION

THE five weeks it has been on the air, *ce the Nation* has gone through an evolu- n in reverse. Starting as a variant from nventional news conference programs, it has w been changed to conform.

At its outset, *Face the Nation* utilized a nel of newsmen in Washington and in at st two other cities. Those in the other cities uld follow the program on their own monitors d be cut in to ask questions on an audio- deo pickup. The obvious virtue of that pro- dure was to obtain regional angles that are king when panels are confined to the shington correspondents' corps.

Face the Nation, like many of its counter- rts, is back in the capital again. The pickups ve been abandoned and newsmen from other mmunities deprived of the chance to become evision stars. On the whole the greater loss *Face the Nation's.* In format and approach, program has become indistinguishable from ny others.

In fairness, it must be said that the show s rise above the general level of its species keeping on top of the news. It has been rt to choose itnterviewees who were involved timely developments and interviewers who ew what to ask. On the whole it has man- ed to subordinate controversy in favor of lightenment, a claim not all such programs n make.

The suppression of rough-and-tumble may partly due to the presence of Ted Koop as ator. Off hours, Mr. Koop is among ost convivial habitues of the National Club, where conviviality has the status art. (He was club president last year.) amera he is formidably austere, conveying mpression that at any moment he may take tious reporter to the woodshed. Pre- he will unbend as he becomes com- in his new tv surroundings and will nis natural amiability to project.

t is also to be hoped that CBS-TV will consider the use of reporters from other cities an Washington.

Production cost: $5,200 per program.
Sustaining on CBS-TV, Sundays, 2:30-3 p.m.
rded and rebroadcast on CBS Radio,
ndays, 10:30-11 p.m.
derator: Ted Koop.
Panel: Three newsmen.
roducer: Ted Ayers.
irector: Robert Quinn.

BING CROSBY SHOW

HE BING CROSBY radio fans—and as one ho eschewed the glittering attractions offered television at 8 o'clock of a Sunday evening rough the 1953-54 season to listen to Der ingle, this reviewer counts himself a loyal rosby fan—have come to expect three things om a Crosby broadcast: first, his inimitable ooning of old and new popular songs; second, n interlude of fast and clever dialogue with en Carpenter and the guest of the evening; nd third, the commercials delivered by Mr. arpenter, with or without his star's assistance.

The new Crosby series on CBS Radio (9:15- 30 p.m. EST, Monday through Friday) meets nly one of those expectations: the Crosby oice after all these years sounds as fresh as ver; Bing's manner of putting over a song is s relaxed as if he were rehearsing instead of roadcasting; all the anticipated enjoyment is rovided in the song department.

But the chatter part of the program is a ad let-down. Instead of the carefree, casual anter which Bing and Ken used to exchange o amusingly, the opening programs of this season's Crosby series found Bing stumbling through inept monologues. If Bill Morrow really wrote those scripts, as CBS maintains, he's in a slump and should be relieved until he pulls out of it. He can do better, as the record shows.

Finally, this Crosby series is being broadcast sustaining (and how could one better epitomize the plight of network radio than by the single sorry fact that the whole high-powered CBS sales staff was unable to find a sponsor for a man whose products are still top sellers in record shops and movie houses?). With no commercials to deliver and nothing to do but sign the program on and off, Ken's absence from the talk part of the show is all the harder to understand. There was a wistful note in his voice on the first broadcast, when, at the conclusion of the show Bing wondered audibly if he hadn't been talking too much and Ken murmered, "Not to me." Many listeners must have been wondering with him.

CBS
STATION KNX

Estimated production cost: $2,700 per 15-minute program.

Broadcast on CBS Radio, Mon.-Fri., 9:15-9:30 p.m. EST; transcribed in Hollywood.

Star: Bing Crosby.

Producers: Bill Morrow and Murdo Mackensie; director: Mr. Mackensie; writer: Mr. Morrow.

Announcer: Ken Carpenter.

Music: Buddy Cole Trio.

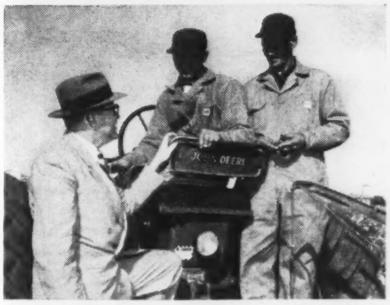
BOB HOPE SHOW

IF GREAT BRITAIN, which promises soon to become a little less austere in providing tv fare, is, as we hear, starving for tv entertainment, it's understandable.

Bob Hope, General Foods and NBC-TV demonstrated how bad things can get last Tuesday in a one-hour, unspectacular variety show which was produced and filmed in England with BBC's assistance. For this reviewer *"The Bob Hope Show"* fell flatter than a cake baked without Swans Down or, indeed any flour. (The program was sponsored by General Foods.)

Advance hoopla from Mr. Hope's camp had promised something in the manner of entertainment that would be a tantalizing taste of the continental talent cuisine which could be had for the asking if only somebody (as Mr. Hope did) would hustle over there and get it on film. If NBC-TV, CBS-TV and other network musical and comedy attractions of this season can be considered to be tv's filet mignon even without color additive, last week's *Bob Hope Show* must be classed as warmed over hamburger.

All of the "acts" in the "Continental Revue" apparently took place at the London Palladium, with Mr. Hope's introduction of each act conveying an impression of a rather secondary *Toast of the Town* without the latter's quality production. The only real "continental" look in the entire show was an imaginative sequence



"Red" Stangland (left) KSOO's Radio Farm Director interviews Warren Friessen (center) 1954 South Dakota "Single Row" champion, Bill Friessen, Warren's father and 1953 South Dakota and National Single Row Champion.

11,000 Farm Folks turn out for RADIO-KSOO Mechanical Corn Picking Contest

Radio-KSOO started it in 1952. The winner goes to the National Contest. Objective: to stress efficiency and safety in using mechancial corn pickers. Implement and seed companies tie-in with displays. This annual State Contest is only one of many outstanding promotions "Red" Stangland takes to farmers in the Radio-KSOO coverage area. Others are Farm Study and Vacation Tours, State-Wide Farm Safety Program, State-Wide Farm Information Service. Plant your advertising dollars where they'll produce the greatest sales yield.

Things Happen When KSOO Sells!

One of the MANY Reasons the Farmer Regards KSOO as His BEST Farm Friend

KS
OO
SOUTH DAKOTA
MINN.
SIOUX FALLS
IOWA
NEBRASKA

KSOO
Sioux Falls, S. D.
Nationally Clear Channel 1140 KC
ABC Radio Affiliate
10,000 WATTS DAYTIME
5,000 WATTS NIGHTTIME
Represented Nationally by Avery-Knodel, Inc.

K P H O - T V

PHOENIX IS BIG
VALLEY NATIONAL BANK

now 45th* Metropolitan Market
in Population and Retail Sales

Among U. S. METROPOLITAN MARKETS Phoenix ranks —	
23rd	in Building Material-Hardware Store Sales
34th	in Drug Store Sales
34th	in Filling Station Sales
34th	in Home Furnishing Store Sales
38th	in Supermarket Sales
42nd	in Eating and Drinking Places Sales

*SRD Consumer Markets '54

- Population 423,400
- Retail Sales $515,290,000

Phoenix' sharp gains in population and retail sales make sense. The whole vital market is GROWING. New people are streaming in . . . finding jobs, buying homes and cars, establishing businesses. In fact, Phoenix is the hub of a network of prosperous communities which make a definite contribution to Phoenix' retail sales. It's a market worth dominating — and you *can* dominate it through the complete coverage of KPHO and KPHO-TV. They take your sales story right into the homes you most want to reach!

SOLD ~~reached~~ most effectively through . . .

KPHO-TV and KPHO

YOUR MEREDITH STATIONS

Channel 5 • CBS Basic
First in Arizona since '49

Dial 910 • ABC Basic
Hi Fidelity Voice of Arizona

AFFILIATED WITH BETTER HOMES and GARDENS • REPRESENTED BY KATZ

K P H O

showing the fleeting film footage of Mr. Hope on London and Paris busy streets.

Maurice Chevalier was billed as a "special added attraction" and as making via tv his first U. S. appearance in the many years since he wowed 'em with his movie wooing. Last Tuesday's show proved Monsieur Chevalier still a great performer, but there's little resemblance to the Great Chevalier of the thirties.

Britain's Beatrice Lillie and Moira Lister (stage and screen star) went through their paces in good British style—if that is what the U. S. tv audience has been crying for these past few years. Liana Dayde, prima ballerina of the Paris Opera is as good as other famed ballerinas who have performed on tv in the past.

Mr. Hope's humor hewed to the comedian's practice of tailoring his routine to the locale—and for that reason a good quantity of it was lost for the average U. S. viewer. His performance on the whole, however, was up to par, proving that, abroad or at home, Mr. Hope is a master of pulling laughs from an audience.

Both the quality of film and the camera work were disappointing. It was so, particularly, to those in this country who have been hearing of unusual techniques and alleged superiority of tv film in Britain. Some of the limitations apparently can be traced to the lackluster staging.

Somebody connected with the show had a creative thought that since it was "veddy" British, a name British actor in Hollywood ought to do a commercial. Reginald Gardiner, an accomplished thespian, handled the chore on a Swans Down commercial (originating in the U. S.). This seemed to be a waste of talent, particularly with the believability factor in mind, for seeing Mr. Gardiner as a male Betty Furness who urged housewives to "demahnd" the product at the local grocery, was as bizzare as it was novel.

Production cost: $100,000 to $150,000.

Broadcast on NBC-TV, Dec. 7, 8-9 p.m. EST.

Sponsor: General Foods Corp. (Swans Down Cake Mix, Jello Instant Pudding and Minute Rice).

Agency: Young & Rubicam.

Produced on film in England for showing in U. S.

Star: Bob Hope, with cast including Beatrice Lillie, Liana Dayde, Moira Lister, the Cologne Male Choir, Jerry Desmond, Doreen Dawne, Shirley Eaton.

Added attraction: Maurice Chevalier.

Producer: Jack Hope.

Director: Jim Jordan Jr.

Production Supervisor: Leonard Hole.

Associate Producer: George Habib; BBC Associate Director: Bill Ward.

Music: Eric Robinson and BBC Orchestra.

Writers: Mort Lachman, Bill Larkin, Martin Ragaway, John Rapp, Lester White, with added material by Gig Henry and Chet Castlellan.

Announcer: McDonald Hobley.

Technical Supervisor: Charlie Townsend. Audio Supervisor: John Pawlek.

Set Designer: Richard Greenough.

* * *

BOOKS

TAKING HOLD OF TELEVISION, by Roger S. Hall. National Publicity Council for Health & Welfare Services Inc., New York. 120 pp. $2.

THIS slender volume is required reading for those concerned with promotion and educational activities for health and welfare agencies, school, church and civic organizations, who will find it a down-to-earth guide for their tv use. The author, assistant national director, Visual Aids Service, National Council, Boy Scouts of America, has completed 13 shows made in Hollywood for national tv use.

with WAVE

you don't buy the hive—

YOU BUY THE HONEY!

One radio station — WAVE — gives you precisely what you need in Kentucky!

KENTUCKY'S BEST MARKET—AT THE RIGHT COST! WAVE's 50% BMB daytime area practically coincides with the rich Louisville Trading Area, *which accounts for a whopping 42.5% of the total effective buying income of Kentucky!*

THIS AREA'S TOP PROGRAMMING—NETWORK *AND* LOCAL! WAVE is the *only NBC station* in or near Louisville. In addition, WAVE spends the dough to do top *local* programming — uses 44 people exclusively for on-the-air *radio* activities.

Don't buy the hive. Buy the honey — but get *all* the honey *without* getting stung. NBC Spot Sales has the figures.

WAVE • **5000 WATTS**
LOUISVILLE • **NBC AFFILIATE**

NBC Spot Sales, Exclusive National Representatives

SHOWMANSHIP IS EMPHASIS ON THE VISUAL
—Ken Mathus

And WBNS-TV Showmanship Sells

WBNS-TV *Programming*

rated tops in Central Ohio, the station schedule has been built on popular CBS programs and high rated local productions. Because of this, WBNS-TV remains an undisputed leader, consistently carrying 9 out of 10 top rated multi-weekly and 12 out of 15 top rated weekly shows. (Sept. 1954 Telepulse).

WBNS-TV *Facilities*

include the finest engineering equipment in the country as well as a stand-by transmitter and antenna system to guarantee continual audience reception.

WBNS-TV *Public Service*

covers many features for the betterment of our city and country. Our public service activity has been nationally recognized by the Alfred I. DuPont, Zenith, Headliners and Sigma Delta Chi awards.

WBNS-TV *Market*

covers 33 Central Ohio counties with a set circulation of 423,000 and over 2½ billion dollar effective buying income in America's fastest growing and leading test market area.

Such factors have largely contributed to WBNS-TV's recognition as one of the most outstanding television stations in the country.

WBNS-TV

COLUMBUS, OHIO
CHANNEL 10

CBS-TV NETWORK — *Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High St.*

REPRESENTED BY BLAIR TV

IN PUBLIC INTEREST

Promoting Safe-Driving

IN ANTICIPATION of National S-D Day (Safe-Driving Day), Wednesday, Mutual is presenting special programs with highway safety as the theme. Cooperating with the Mutual Life Insurance Co. of New York, MBS will broadcast "The Fifth Horseman—Death at the Wheel" tomorrow (Tuesday). On Jan. 11. "The Search That Never Ends" will be presented in cooperation with the Institute of Life Insurance.

Seven Hours, $100,000

KGUL-TV Galveston, Tex., on Thanksgiving Day raised nearly $100,000 in cash, pledges, and gifts of land during a seven-hour telethon for funds for the Council of Retarded Children. Funds and pledges are to be used to build an "Opportunity Center".

Diversified Music

RELIGIOUS music is featured on a 25-minute weekly KABC Hollywood *Brotherhood Through Music* program which features Protestant, Catholic and Jewish liturgical music together with short talks by civic leaders.

Radio Essay Contest

WNAX Yankton, S. D., is presenting the station's 18th annual radio essay contest in cooperation with the South Dakota Tuberculosis and Health Assn. Six high school students from different towns in South Dakota will read their original essays, already prize winners in their individual school contests, on the air. The essays, which review 50 years of progress in the prevention and control of tuberculosis in connection with the golden anniversary of the National Tuberculosis Assn., will be rated by judges listening on radios in various parts of the state.

WMRI (FM) Raises Donors

HOSPITAL officials report gratifying results from an emergency drive for blood donors which WMRI (FM) Marion, Ind., carried on for the Marion General Hospital when its blood bank was suddenly depleted. Eleven donors from the small community responded almost immediately to the call, although it took place on a Sunday evening and only over the fm outlet.

'Smogcasts'

WITH smog an ever-increasing problem in Southern California, KFOX Long Beach, Calif., has started programming smog forecasts tape-recorded by a staff member in a Navy blimp which flies over the area daily.

MD Telethon

WTTG (TV) Washington, D. C., has conducted its third annual telethon in behalf of the Muscular Dystrophy fund drive. The telethon, which last year raised $89,000, was co-emceed by Art Lamb, WTTG personality, Henry Morgan and Duncan Rinaldo (The Cisco Kid).

Olympic Funds

KCCC-TV Sacramento, Calif., has scheduled a telethon to raise funds for the U. S. entry in the 1956 Olympic Games, an event financed through public subscription. The station is attempting to help Northern California meet its quota as determined by a national Olympic committee.

To sell anything used in a kitchen, let Eudora go to work for you.

Southern Cookin' proves that the way to the Greater Nashville area's heart is through

WLAC-TV

Nashville's newest, maximum powered, highest towered station offers coverage of 62 Tennessee and Kentucky counties with Nashville's newest, highest powered afternoon show. Eudora is Nashville's leading cateress. Wonderful cook and terrific personality, she's able to impart her knowledge of food preparation with just the right touch of Southern accent.

Data: Mon. thru Fri. 4-4:30 p.m. Regular participating rate for one min. applies; add $5 per spot (commissionable) if Eudora does full or part commercial. With three-a-week purchase, product is stocked in Eudora's kitchen on exclusive-for-category basis.

Further details from national reps, the Katz Agency.

WLAC-TV

100,000 watts Channel 5
CBS Basic Affiliate
National Representatives:
The Katz Agency

SPURRED for ACTION

With Carolina Gamecock precision, we are winning sales battles right in the heart of the richer-than-ever Carolina Piedmont (Spartanburg-Greenville) Area . . .

BECAUSE WSPA'S COVERAGE IS TOPS!
In November, 1953 . . . The Pulse, Inc., completed a comprehensive, Monday-thru-Friday survey of 280 quarter-hour segments in 7 out of the 27 counties blanketed by WSPA—and WSPA was *way out front* in all 280 segments!

IN FACT:
From 6:00 AM to 12:00 Noon
WSPA enjoys more than THREE TIMES the audience of the next highest of the seven stations reported in the seven counties surveyed!

From 12:00 Noon to 6:00 PM
WSPA enjoys more than FOUR TIMES the audience of the next highest station!

From 6:00 PM to 8:00 PM
WSPA enjoys nearly FOUR TIMES the audience of the next highest station!

MEANING:
In the heart of WSPA's 27 county coverage area . . . WSPA is nearly more than a FOUR TO ONE popularity winner!

27-County Total	
Retail Sales	**$858,353,000.00**
Population	**1,194,900**

**Sales Management Survey of Buying Power 1954*

● ●

Represented by
GEORGE P. HOLLINGBERY CO.

First CBS Radio Station For
The Spartanburg-Greenville Market

Walter J. Brown, *President*
Roger A. Shaffer, *Manager*
Ross Holmes, *Sales Manager*

WSPA
5,000 WATTS 950 KC
South Carolina's Oldest Station
SPARTANBURG, S. C.

OPEN MIKE

Sequel Semantics

EDITOR:

We were surprised and troubled to read of the untimely demise of an old and valued friend of ours in the feature, "Film Maker, Reid H. Ray," in the Nov. 8 B•T. Especially since the corpse is still a living, healthy veteran of six years in television.

You stated that Mr. Ray broke new ground in the tv program field, beginning production of 52 half-hour *Walt's Workshop* films. They're fine films, worthy to take their place beside the "live" version of *Walt's Workshop* which, in a few months, will head into its sixth consecutive 52 weeks on WNBQ (TV) Chicago, all under the sponsorship of the 27 retail yards of Edward Hines Lumber Co.

Consequently, Mr. Ray's films cannot possibly be a "sequel" to the successful "How-to-do-it" program that "ran live" in Chicago. Uncle Walt of *Walt's Workshop* still faces the cameras in-the-flesh every Friday at 7:30 p.m. in Chicago. And, do you know what? We think *Walt's Workshop* will be a "live" Friday night fixture in Chicago television for another six years.

John K. Cole, Radio-Tv Dir.
The Buchen Co., Chicago, Ill.

[EDITOR'S NOTE: B•T's well-thumbed office dictionary defines "sequel" as "that which follows or comes after; specif.: a. A succeeding part. b. Logical consequence, conclusion, inference." We believe Mr. Cole will agree that the "Walt's Workshop" films did not precede the live tv series and also that it probably is a logical consequence of the live series.]

129 for 6 at WCKY

EDITOR:

May we get into the act, please?

My chapeau's off to WMAZ [OPEN MIKE, Dec. 6] and the youngsters at KMMJ [OPEN MIKE, Nov. 15], but I'd suggest that they get some years aboard before they start to crow.

Here at WCKY (we celebrated our 25th anniversary in September) our five oldest (in point of service) add up to 111 years. Actually, we have two at 18 years so we should count the tie, with a total of 129 years for 6.

And if they want to count to 12, here's the score:

C. H. Topmiller, president and general manager, 24 years; Mrs. Jeanette Heinze, secretary, 23 years; George Moore, sales, 25 years; Arthur Gillette, engineering, 21 years; Bud Spenlin, engineering, 18 years; Thomas Ware, maintenance, 18 years. Total 129.

Plus: Mrs. Essie Rupp, continuity, 17; Adrian Lentz, engineering, 14; Alec Sanford, maintenance, 13; R. M. Fleming, promotion director, 13; John Murphy, news director, 12; Paul Sommerkamp, news writer, 11. Grand total 209.

Now, who's next?

R. M. Fleming, Promotion Dir.
WCKY Cincinnati

One of the Finest

EDITOR:

I read with considerable interest your text of the speeches made by George Kern and Robert Reuschle on buying and selling at the Radio & Television Executives Society's seminar meeting [B•T, Dec. 6].

I was extremely pleased that BROADCASTING • TELECASTING published both these speeches which give two views of these important facts of the broadcasting industry. As a seller of time, I was particularly impressed with Mr. Reuschle's remarks setting forth some of the basic problems which beset the time salesman. Most important, however, were his remarks concerning the cost-per-hour in reception room per salesman.

I believe the text of his speech was one of the finest published articles on the "frustration of time selling."

Bernard Howard, Pres.
Stars National Inc.
New York, N. Y.

Tv Fan Magazines

EDITOR:

Thanks for your kind permission to reprint the tv [fan] magazine article [B•T, Nov. 22]. Everyone felt that it was an excellent reporting job, so good that we mailed it out to our entire list of advertising agencies and advertisers.

Morton E. Grossman
Advertising Promotion Manager
TV Guide
Philadelphia

Death Warrant

EDITOR:

Enjoyed very much the article "An Elder Statesman Looks at Advertising" [B•T, Nov. 29].

Although we at a small town radio station are not so concerned with "hucksterism" as we are with many other copy problems, the trends and innovations of competitive advertising have their immediate effect upon us.

Television, along with such outstanding advertising agencies as J. Walter Thompson Co., has taught us two big things: (1) that the sales message can be entertaining and (2) that children wield a tremendous influence on the buying habits of the American family.

The problem of how, why and if one product is superior to another is gradually giving way to the oftentimes more perplexing one of providing a new approach—a different appeal—nestled in the proper matrix of each advertising medium.

I believe the trend toward creative advertising is slowly but surely signing the death warrant of bulldozing tactics of "hucksterism" and, if not curing, at least transferring the "Copywriter's Strain" mentioned in Mr. Young's article to a more intelligent and rewarding effort.

Don Lamb
WHIS Bluefield, W. Va.

Tv for the Blind

EDITOR:

So much criticism is directed at television that praise may be welcome. It may strike you as somewhat unusual that praise, in this case, should come from an [fund-raising] agency for the blind. For what use can blind people make of television?

The answer is—a great deal, indeed. In fact, there are a number of prominent agencies for the blind all over the nation who use television often. But a survey made by us revealed that more than half of the agencies working for the blind do not . . .

The American Foundation decided to create a hand-book and reproduce run-down sheets especially for [their] use . . . I approached all tv stations and asked them if they would help. More than 100 program directors . . . responded, some of them with very lengthy suggestions . . .

So, from America's 314,000 blind people and the hundreds of thousands who are working for and with them come sincere thanks to the program directors who took time out from a

BUY FOR BLACK & WHITE *TODAY*—
MODIFY FOR COLOR *TOMORROW!*

This G-E Portable Camera chain converts to COLOR at less than half the cost of a new one!

PYRAMID PLAN

FOR COLOR TV

Buy this camera chain now for black and white programming—and adapt it quickly and easily when you're ready for color pick-up. Basically, all you do is add a color wheel to the camera and to the camera control monitor. Then, make the necessary changes in the circuitry. Once this is done, you've taken another smooth, easy step forward in the Pyramid Plan for color TV!

Immediate use on black and white TV pick-ups quickly demonstrates the versatility of all units. Remotes are a pleasure to handle with this lightweight equipment. And, in the studio, picture quality is greatly improved. Yes, anyway you look at it, a General Electric portable camera chain is best for your station.

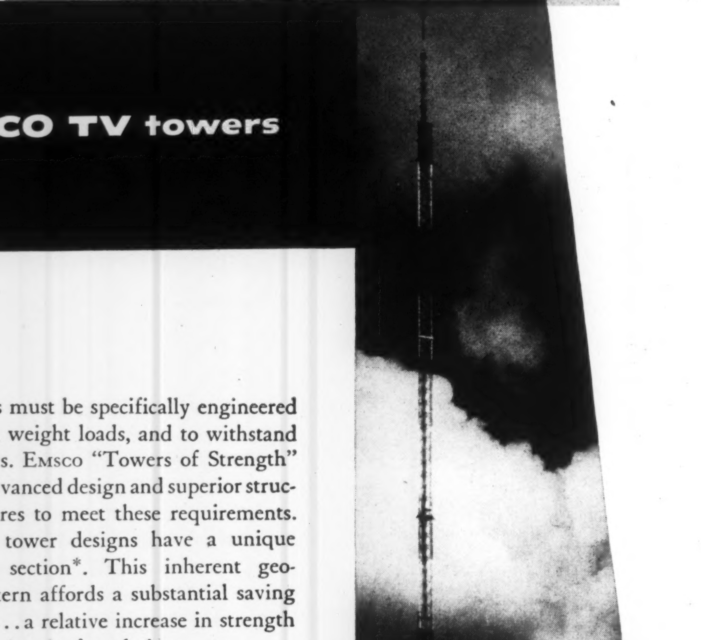
Get detailed features from your local representative, or write: *Section X2124-13, General Electric Co., Electronics Park, Syracuse, N. Y.* In Canada, write: C.G.E. Electronics, 830 Lansdowne Ave., Toronto.

Progress Is Our Most Important Product

GENERAL ELECTRIC

STRENGTH
all the way up

EMSCO TV towers



TV towers must be specifically engineered for height, weight loads, and to withstand high winds. Emsco "Towers of Strength" have the advanced design and superior structural features to meet these requirements.

Emsco tower designs have a unique beam leg section*. This inherent geometric pattern affords a substantial saving in weight . . . a relative increase in strength . . . a reduction in foundation costs.

Emsco towers meet rigid RETMA or AISC standards. Bolted construction permits quick, sure visual inspection. Hot dip galvanizing reduces maintenance costs . . . insures long structural life.

For guyed or self-supporting towers unequalled for safety . . . structural rigidity . . . and economy . . . specify Emsco. Every Emsco tower design is *unconditionally guaranteed.*

* Patent Pending.

Typical Emsco guyed TV tower, Houston, Texas

EMSCO
TOWERS OF STRENGTH
EMSCO MANUFACTURING COMPANY
LOS ANGELES, CALIFORNIA
Houston, Texas • Garland, Texas

E-183

busy schedule to give some very definite, detailed instructions—instructions which they must have known would create more work for them . . .

We thought you'd like to know how we feel about tv. We feel GOOD about it.

George Ziemer
Director of Public Education
American Foundation for the Blind
New York

Was This 'Traipse' Necessary?

EDITOR:

I was not "traipsing" around the halls of Congress; "trudging" is the word, and it's hell on the feet.

And if you ever tasted any Chautauqua lemonade, you wouldn't be so loose in your similes. The subourbon circuit is much better.

Millard C. Faught
The Faught Co.
New York

[EDITOR'S OTNE: B•T, in a Dec. 6 CLOSED CIRCUIT on subscription television, noted that "Zenith's Millard (Tex) Faught, who has been one-man Chautauqua for past three years on Zenith Phonevision, traipsed about Capitol Hill last week. . . ."]

NAB—New Style

EDITOR:

I can readily understand how broadcasters might be wary of any groups having to do with programming because of sad experiences in the past. The National Audience Board has been set up by a veteran in the radio field (1932) and contemplates representation by the industry as well as the public.

The Board's articles of incorporation state that the purposes for which it is formed are: "to express and reflect public opinion regarding the industry of television and radio broadcasting; to render aid to groups in communities and regions organized for a like purpose." Our California Committee has already initiated this policy.

I can think of no better recommendation for the Board than the one contained in the following remarks on a KNXT (TV) Los Angeles (CBS-owned) news program: "That's the background that makes the National Audience Board look so promising. Its plan for working cooperatively with the television industry is a breath of fresh air. Instead of a threat or a boycott it's an honest American approach."

Peter Goelet, Pres.
National Audience Board
New York, N. Y.

[EDITOR'S NOTE: In an editorial [B•T, Nov. 22] commenting on the formation of the new NAB, B•T described Mr. Goelet as "a free enterpriser who abhors censorship or government interference in business," but expressed ourselves as "still from Missouri" because of "past experience with pressure groups and do-gooder projects."]

U. of Minn. Men Prefer Bands

EDITOR:

With the football bowl games approaching we would like to ask the telecasters, through your OPEN MIKE column, to please don't bore us with dull halftime interviews when you could be showing us the marching bands and majorettes. Ninety per cent of the fans will agree with us.

Our college library has your magazine and we appreciate it immensely.

Don Potts
U. of Minnesota
Duluth, Minn.

WKRC-TV

316,000 watts

on Channel 12

CINCINNATI, OHIO

MAXIMUM POWER

Soon

MAXIMUM POWER

WTVN-TV

100,000 watts

on Channel 6

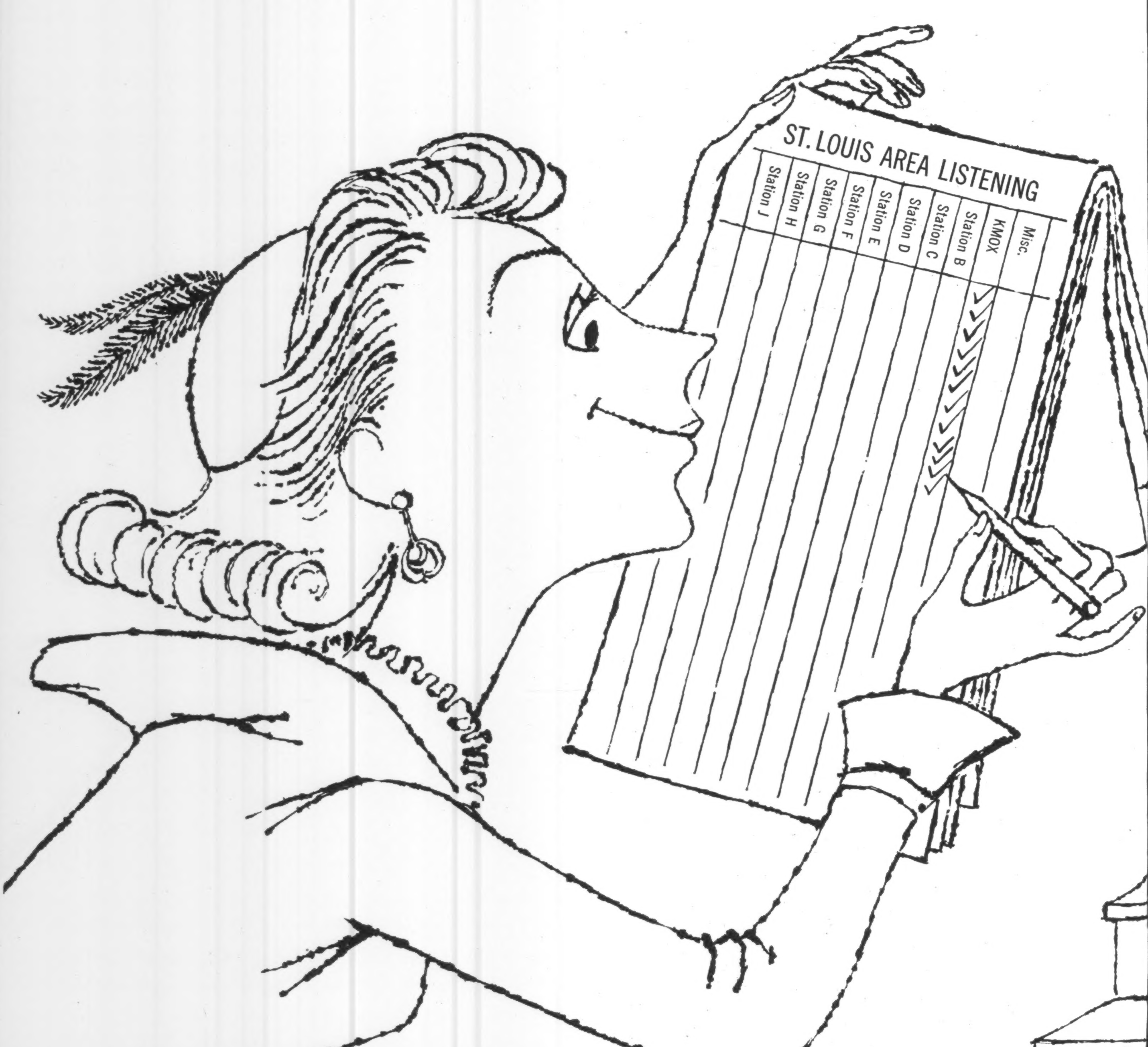
COLUMBUS, OHIO

Don Chapin
Mgr. New York Office,
550 Fifth Avenue

Ken Church
National Sales Manager

REPRESENTED BY THE KATZ AGENCY

"KMOX, of course!"


ST. LOUIS AREA LISTENING
Misc.
KMOX
Station B
Station C
Station D
Station E
Station F
Station G
Station H
Station J

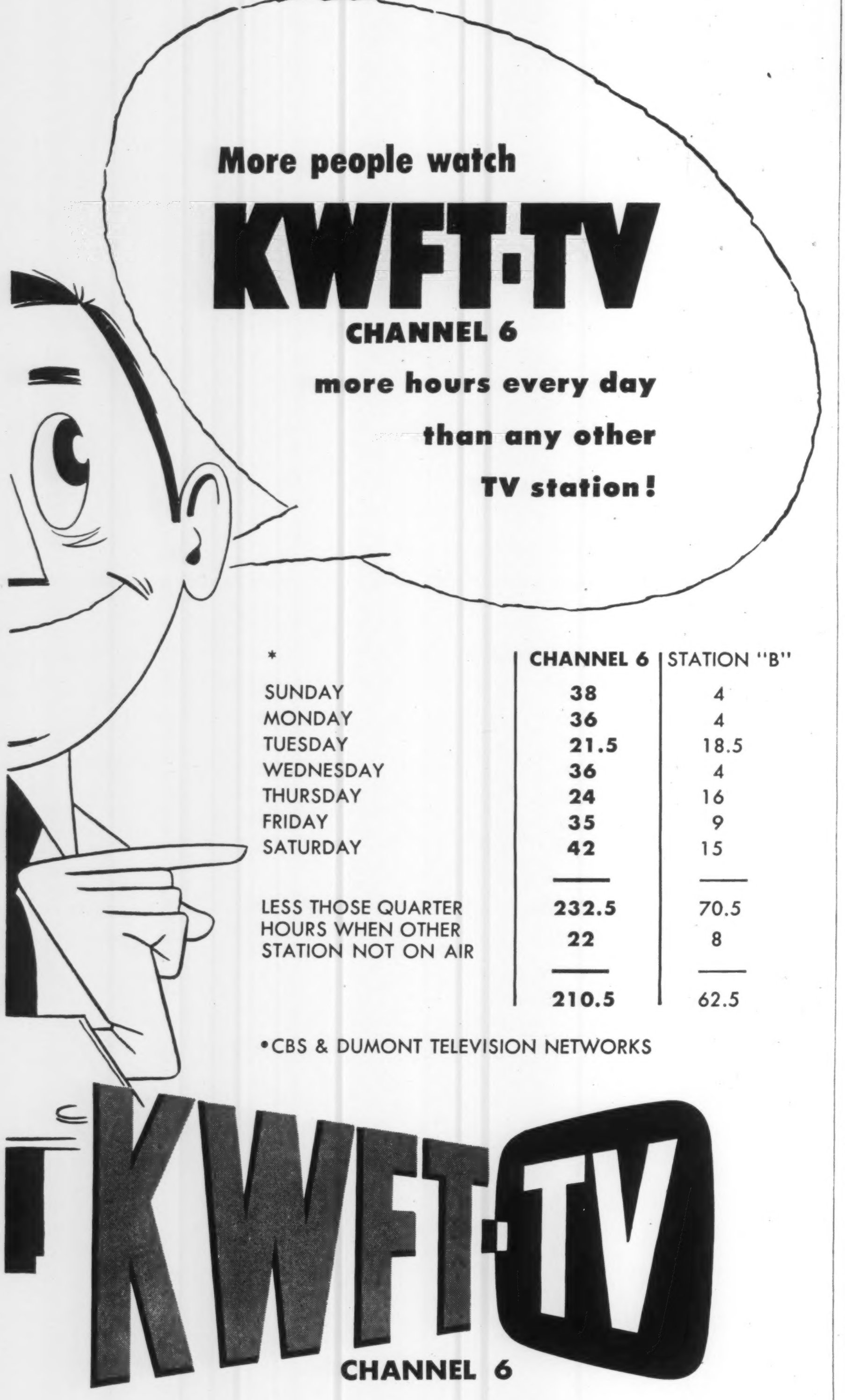
WELCOME
MARTEL

It happens month after month, year after year after year. Every study shows that KMOX wins far-and-away the biggest audience in all St. Louis radio. The most recent Pulse, for example, shows that the KMOX average share of audience is now *50% greater than that of any other station!*

And look how this smashing lead measures up in terms of quarter-hour wins. KMOX wins bigger audiences in 4 out of every 5 weekday periods. Bigger audiences in 3 out of every 5 weekday evening periods. Bigger audiences in more weekend periods than all other stations combined. In fact, throughout the entire week, *KMOX wins more than twice as many quarter-hour firsts as all other St. Louis stations combined!*

If you want to get your product into homes up and down the length and breadth of the rich Mid-Mississippi Valley market, tell your sales story on the station with the biggest audiences. *Of course that's...* **KMOX**

"The Voice of St. Louis"
CBS Owned
Represented by CBS Radio Spot Sales



Pulse Reports* in Wichita Falls, Texas

More people watch

KWFT-TV

CHANNEL 6

more hours every day than any other TV station!

*	CHANNEL 6	STATION "B"
SUNDAY	38	4
MONDAY	36	4
TUESDAY	21.5	18.5
WEDNESDAY	36	4
THURSDAY	24	16
FRIDAY	35	9
SATURDAY	42	15
	232.5	70.5
LESS THOSE QUARTER HOURS WHEN OTHER STATION NOT ON AIR	22	8
	210.5	62.5

•CBS & DUMONT TELEVISION NETWORKS

KWFT-TV

CHANNEL 6

Represented by **BLAIR TV, Inc.**

MILESTONES

DUQUESNE LIGHT Co., one of the oldest sponsors on KDKA Pittsburgh, is on hand as the Westinghouse station celebrates its 34th anniversary. Herbert Briggs Jr. (c), Duquesne manager of advertising and publicity, congratulates L. R. Rawlins (l), KDKA general manager, and John Stilli, the station's sales manager, who holds an old carbon microphone.

► KFUO St. Louis, *The Gospel Voice,* is celebrating its 30th year on the air.

► RAY LLOYD, WIP Philadelphia engineer, is celebrating 28 years with the station; GERRY MAHONEY and DEL DENGATE, WIP engineers, are observing their 16th anniversaries with the station.

► ROBERT H. SMITH, producer-director, WOOD-AM-TV Grand Rapids, Mich., is observing 25 years of service with the am outlet.

► PAUL W. MORENCY, general manager, WTIC Hartford, Conn., and vice president, Travelers Broadcasting Service Corp., is observing his 25th anniversary with the station.

► CBS RADIO's *Ma Perkins* and VIRGINIA PAYNE, star of the show since it first went on the air in 1933, are celebrating their 21st broadcasting anniversary.

► WRGB (TV) Schenectady, N. Y., is marking 15 years of regularly-scheduled tv broadcasting.

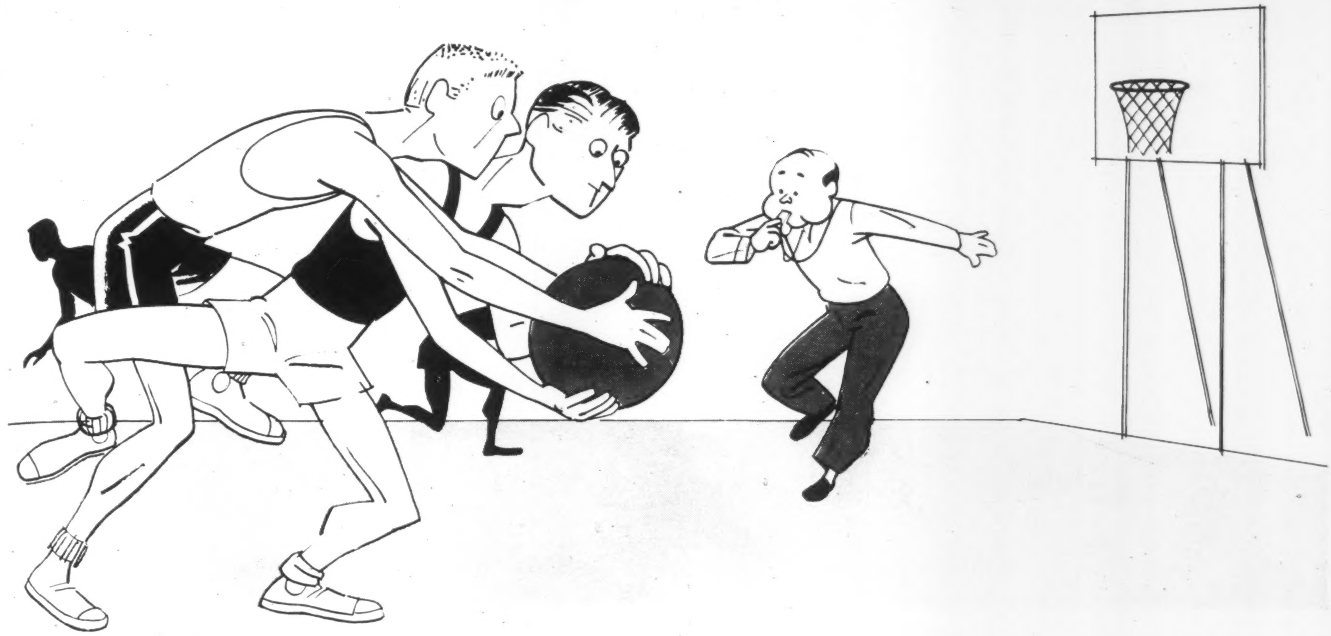
► WALTER WINCHELL, newsman, is observing the beginning of his 23d year in broadcasting.

►WSPB Sarasota, Fla., is beginning its 15th year of broadcasting.

► DICK HAYNES, disc m.c., KLAC Hollywood, has begun his ninth year on the station.

KOA Plans 30th Birthday

KOA DENVER plans to turn back the clock on its 30th anniversary. On Dec. 15 the station has scheduled an as-near-as-possible-duplication of the hour-long program that KOA signed on with in 1924, broadcasting it in the same 8-9 p.m. slot. Other anniversary plans are for all night broadcasts Dec. 12-15 featuring congratulatory long distance calls from other stations which will be both recorded and live. Telegrams also will be acknowledged on the air. On other days KOA has scheduled an "Agency and Client Cocktail Party" and a "Kid's Christmas Party" at Denver's City Arena.



It's No Draw...in Omaha

KMTV continues to beat its own records as Omaha's most popular TV station. *That* you may already know. But did you know that KMTV is also the favorite television station in an area that includes 65 percent of all the people in Nebraska?

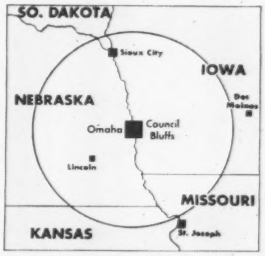
It's true indeed. KMTV's Class A signal covers *both* of Nebraska's two major population areas, Omaha and Lincoln.

And . . . an independent survey shows that KMTV has a 3-to-1 leadership ratio as the *one* most-watched television station within a 100-mile radius of Omaha.*

This KMTV coverage area of nearly a million-and-a-half people provides you with a market more populous than the states of North Dakota, South Dakota and Wyoming combined . . . more populous even than such cities as Baltimore, Cleveland or Washington, D. C. There are more people in the KMTV coverage area than there are in the entire state of Nebraska.

KMTV is able to cover this wide and prosperous region so effectively because of an unbeatable combination: (1) KMTV's strategic location in the more heavily populated eastern section of the state, (2) KMTV's low channel 3 and maximum power, and (3) the flat Iowa-Nebraska terrain.

But, happily enough, area coverage is only half the story. Audience surveys report that *people prefer to watch KMTV*. In the latest Omaha area survey (ARB Survey—Oct. 14-21) viewers gave KMTV 10 of the top 10 weekly shows . . . and the area's favorite multi-weekly and locally-produced show. The most recent Pulse survey (Sept. 7-13) gave KMTV 11 of the top 15 shows.



To profit from this leadership, contact KMTV or your Petry man today.

**Survey name and statistics upon request.*

SMART ADVERTISERS ALL AGREE: IN OMAHA, THE PLACE TO BE IS CHANNEL 3

TELEVISION CENTER
KMTV
CHANNEL 3
MAY BROADCASTING CO.

- CBS-TV
- ABC-TV
- DUMONT

OMAHA

Represented by
Edward Petry & Co., Inc.
NEW YORK · CHICAGO · LOS ANGELES · DETROIT · ST. LOUIS · SAN FRANCISCO

WFBC-TV
100KW POWER
2204 FT. ANTENNA
"Giant of Southern Skies"

TENN.
KNOXVILLE
ASHEVILLE
N. C.
CHARLOTTE
SPARTANBURG
GREENVILLE
ANDERSON
COLUMBIA
S. C.
AUGUSTA
GA.

. . . boasting more people and larger income within 100 miles radius than Atlanta, Jacksonville. Miami, or New Orleans, WFBC-TV is truly the "Giant of Southern Skies," and a powerful new advertising medium in the Southeast.

HERE'S THE WFBC-TV MARKET
(Within 100 miles radius)

Population 2,924,625 People
Income $3,174,536,000
Sales $2,112,629,000
Television Homes 277,622*

Market Data from Sales Management
*TV Homes: Figures from CBS Tel. Res. Dept., compiled by A. C. Nielsen Co. as of Nov. 1, 1953—plus RETMA set shipments in the 100 mv. contour since Nov. 1, 1953.

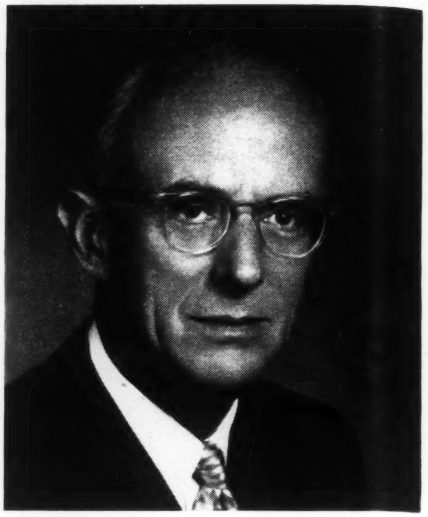
Write now for Market Data Brochure and Rate Card. Ask us or our Representatives for information and assistance.

Channel 4
WFBC-TV
Greenville, S. C.

NBC NETWORK
Represented Nationally by
WEED TELEVISION CORP.

our respects

to JOHN HENRY PLATT



IN HIS 35 years at Kraft Foods Co., John Henry Platt has built a reputation as one of the broadcast media's most forthright critics and solidified himself as a shrewd buyer of radio and tv time—all because of a childhood philosophy that "there must be a better way" to do things.

Kraft's success with judicious use of the twin broadcast media through the years has been largely the result of activities by a man who was literally born into the food business. Mr. Platt says frankly: "My business is to sell food."

Kraft has not been content to rest on its laurels. As evidenced the past fortnight, the company juggles around its radio-tv properties to obtain the most for its advertising dollar. Under Mr. Platt, vice president and director of advertising and public relations, Kraft has collected a number of "firsts" in radio and television dating back to 1933 when it started the *Kraft Music Hall* as network radio's first variety show.

Jack Platt has been a lifelong believer in brand name goods from the day he waited on customers in his father's retail store and rode the trucks with his father's salesmen. He was born in Chicago on June 29, 1897.

While at Robert Waller High School in Chicago, he launched his own business, the Elko Printing Co., complete with power presses, a stock of type fonts and other necessities. In school he became editor of the paper and chief printer and distinguished himself in oratory. Even then young Mr. Platt was showing a penchant for originating ideas, which he sharpened with study at Kent College of Law in 1917 and jobs in the automobile tire business. In 1918 he joined the wholesale division of Marshall Field & Co.

After service in the Navy during World War I, Jack Platt took a refresher course in Pierson's Business College in 1919 and landed a job with the young Kraft Cheese Co. as an assistant in the advertising department. He was appointed advertising manager in 1924.

Under his guidance Kraft was the first to place a national full-page ad for cheese. In the early '30s, John Platt sensed the value of radio as a major advertising medium, and the two-hour *Kraft Music Hall* was begun with Bing Crosby.

On May 7, 1947, when WNBT (TV) (now WRCA-TV) New York was claiming 8,000 set owners and a coverage range of some 50 miles, Mr. Platt booked the *Kraft Television Theatre* and it has been on ever since. Mr. Platt believed in television to the point of prophesy: He predicted 1.5 million sets along the eastern seaboard and a network jutting as far west as Chicago and St. Louis by the end of 1948.

He also felt strongly that tv commercials should be in good taste and adhere to the rules of showmanship. As a result, Kraft commercials were pace-setters for quality.

Mr. Platt's reputation as a critic in tv advertising is well-grounded. One May day in 1952 he addressed the Chicago Television Council on "evils" of the industry (viz., offensive programs, mugging tv newscasters, high costs, standards and ethics).

He warned that "we've had a reasonably long time to get our television house in order—several years, in fact, of trial and error." He closed with this gem: ". . . Being on television is like living in a glass house, with the whole world looking in the windows. And you know the old bromide—people who live in glass houses shouldn't take a bath in the daytime."

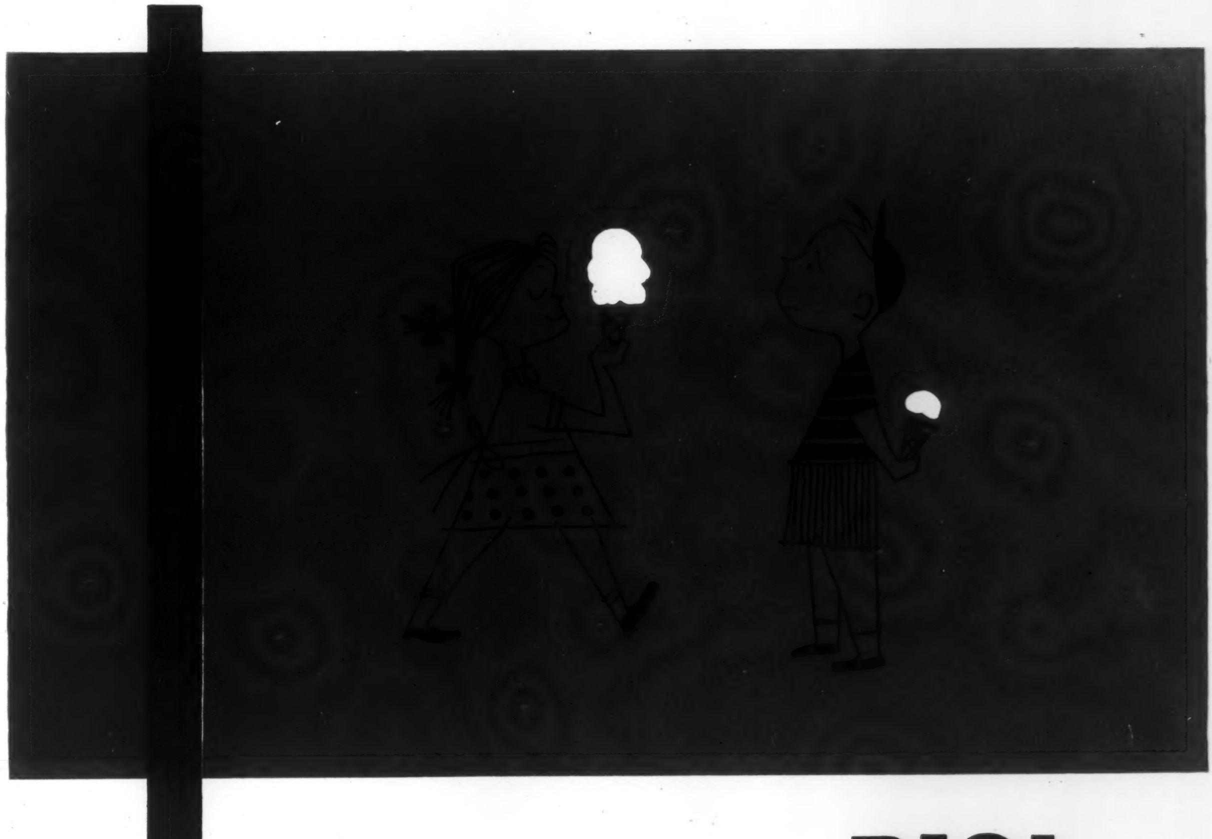
Mr. Platt was promoted to vice president and director of advertising and public relations in 1940 and has been a member of Kraft's executive committee for the past nine years.

Kraft has shifted radio and television properties with the dexterity of a juggler these many years. In the past fortnight, it dropped the *Kraft Television Theatre* from ABC-TV, picked up a series of short newscasts vacated by S. C. Johnson & Son on MBS, bought *Tom Corbett, Space Cadet* on NBC-TV and re-examined its shows in a realignment that kept network executives moving on the double.

While Mr. Platt feels strongly about broadcast media, he has been a good friend of printed media, which gets its share of Kraft's overall budget. Recently the Audit Bureau of Circulation appointed him board chairman (he joined ABC in 1935). He is a member of the Assn. of National Advertisers and Advertising Federation of America, and is a director of the Brand Names Foundation.

Jack Platt enjoys fishing, hunting and golf but his heart lies in table tennis (he has competed against former champion Coleman Clark), which he has played for over 30 years. His hobbies also include collecting rare and first editions of books, and woodworking.

Mr. Platt married the former Arlene Katherine Prochnow in June 1920. They have four children—Robert, John Jr., James and William—and live in Winnetka, Ill. Among other associations he belongs to the Off-the-Streets Club, Evanston Hospital Assn., National Council of Churches (of which he became assistant treasurer Dec. 2), Sunset Ridge Country Club, Economic Club, Glenview Club and Lake Shore Club.



It's Better when it's **BIG!**

The BIG station
in Hawaii is
K P O A
Honolulu

KPOA leads in more quarter-hour periods of the broadcast day ON ALL ISLANDS than any other Honolulu Station.

The BIG Station
in Eastern Michigan is
W T A C
Flint

First in audience in the morning among all stations according to the latest Hooper.

Expect and get BIG sales results with the BIG Stations

KPOA Honolulu
5000 watts at 630
nationally represented by
George P. Hollingbery Co.

WTAC Flint
1000 watts at 600
nationally represented by
The Bolling Company, Inc.

RADIO HAWAII, INC.

Photo Courtesy of Burlington Mills

North Carolina Leads The Nation In Textile Product Manufacturing

North Carolina is America's top textile state. In both the natural and man-made fibers, this state is without a peer. From its modern and highly diversified plants literally flow billions of dollars worth of goods each year. And that's only one reason why North Carolina rates more firsts in recognized market surveys than any other Southern state.

Selling this big, buying market is no mystery. More North Carolinians listen to WPTF than to any other station.

1 WPTF

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

NORTH CAROLINA'S NUMBER ONE SALESMAN
IN THE SOUTH'S NUMBER ONE STATE

50,000 watts
680 KC

FREE & PETERS
National Representative

R. H. MASON, General Manager . *GUS YOUNGSTEADT, Sales Manager*

BROADCASTING TELECASTING

December 13, 1954

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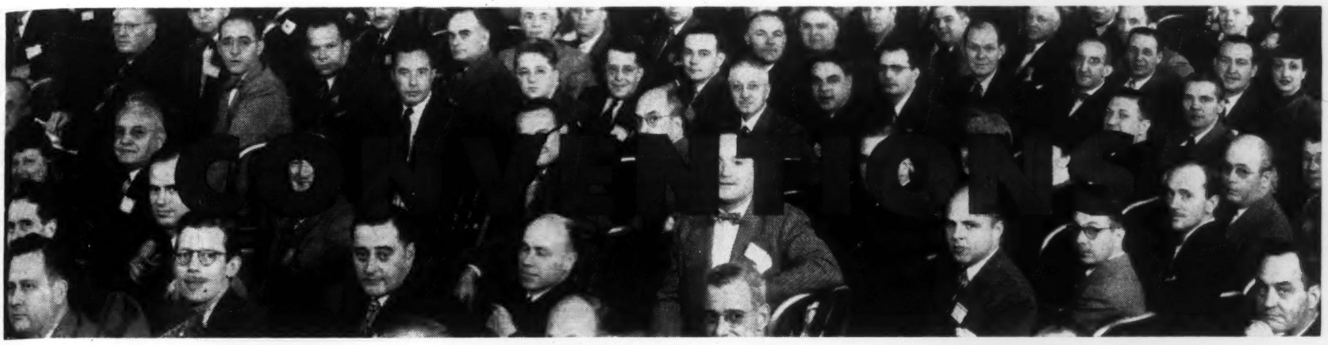
CONVENTIONS!

THEY'RE COSTING U. S. BROADCASTERS $3.5 MILLION EACH YEAR

THE HALLOWED American custom of going to meetings is costing the nation's broadcasters $3.5 million a year.

And that's a rock-bottom figure for what the owners of U. S. commercial radio and tv stations spend each year to send their executives to NARTB national conventions and district meetings, to state association gatherings and other industry get-togethers.

It ignores completely the meetings outside the broadcast industry which many station executives attend each year; for instance, the presence of many station engineers at IRE's annual meeting in New York. Also omitted from the total are the convention bills of the radio and tv networks, which would give the amount a sharp upward hike.

This amazing figure of what convention attendance costs broadcasting stations comes from the stations themselves—from top station management—from the men who authorize the absence of executives from station duties to go to these industry meetings and who okay their expense accounts when they get back.

Inspired by a mounting flood of comments about the number of meetings station personnel are invited to attend, and an increasing quantity of queries whether "all these meetings are really necessary," B•T last month went directly to the men who in the end determine industry policy and asked them what meetings they or their staffs attended during 1954 and what this cost amounted to in lost man-days and in out-of-pocket expenses.

A simple one-page questionnaire was sent to managers of all U. S. commercial tv stations and to a representative sample of some 600 radio station managers. Usable replies were received from 236 radio stations and 152 tv stations, including 115 joint radio-tv operations.

Analysis of the replies indicates that together the nation's station operators shell out more than $2.2 million each year for hotel rooms, railway and plane fares, food, drink and entertainment and other convention expenses.

Even more startling is the industry figure of 59,048 man-days spent away from the station and at industry meetings during the year.

There is no average station executive salary figure obtainable from either the FCC or the NARTB, so B•T arbitrarily selected the sum of $125 a week or $25 a day as an average, purposely taking a figure so low—some said "absurdly" low—that there could be no accusation of inflation.

The 59,048 man-days at $25 a day produces a total of $1,476,200 or nearly $1.5 million in executive time paid for by the stations but spent for the overall benefit of the broadcasting industry at meetings and conventions.

The $2.2 million plus $1.47 million is well over the $3.5 million tagged as the annual convention bill of U. S. broadcasters.

But that's only half the story and to stop there might lead to the hasty and quite wrong conclusion that the broadcasters would like to do away with meetings altogether. That's just not so. Station manager after station manager commented in returning his questionnaire that he felt attendance at these industry meetings had great value for himself and his staff.

What the station managers do feel, according to their answers to B•T's questions, is that the time devoted to attending meetings might be more profitably spent if changes were made in the present organization of these meetings.

One major recommendation, by a better than two-to-one ratio, was to combine the NARTB district meetings and the state association meetings into joint sessions.

This would pose a problem, a number of station managers pointed out, because not all broadcasters are members of both NARTB and state associations. This seems like a hurdle not too difficult to clear, however, in view of the desire of most broadcasters for a merger. The continuance of both state and district meetings was overwhelmingly favored, but many of the affirmative votes were footnoted with such comments as "only if combined."

WHAT BROADCASTERS WANT

- **Fewer meetings**
- **Combined meetings**
- **Radio-only meetings**
- **Tv-only meetings**
- **Emphasis on business**
- **Less "socializing"**

Several broadcasters suggested that both state and district meetings be retained, but that this be done only if the NARTB enlarge its districts to take in much more territory and many more stations than they presently do. A sizable minority also urged that the BMI and BAB clinics be combined with district or association meetings.

A second recommendation, even more strongly urged, is that the agendas of broadcaster meetings be divided into radio-only and tv-only sessions. This action was favored by 80% of all station managers who filled out questionnaires and by a wide majority of each group. Even the operators of combined radio-tv stations voted five-to-two in favor of holding separate radio-only and tv-only sessions in preference to combined radio-tv meetings.

By a narrower majority, the station managers expressed the sentiment that the meetings be broken up into specialized sessions on sales, programming, etc., rather than kept general, covering all phases of station operation. Qualifying their answers, many station managers proposed that each meeting include one or more general sessions on problems of overall station management interest.

Retention of the present annual NARTB conventions was favored by a four-to-one majority, although there were a number of individual comments that these conventions are "too large to accomplish anything," that they are "a waste of time," that "it's cheaper to get drunk at home" and others of that nature. A few broadcasters urged the abolition of national meetings altogether.

To a lesser degree, each other type of meeting—NARTB district, state association, BMI and BAB clinics—was a target for a barrage of caustic comment. The station attendance at each type of meeting in 1954 was appreciably larger than the number of station managers who felt such attendance essential. In every type, however, the majority of stations represented at the meeting this year

TIME, MONEY & CONVENTIONS

AN EDITORIAL

THREE and a half million dollars is a lot of money.

In today's market, it will buy a respectable television station or several respectable radio stations. Invested that way, $3.5 million is virtually certain to produce handsome returns.

The question which broadcasters must now seriously consider is whether the $3.5 million they are spending annually to attend meetings is a wise investment. Do they get $3.5 million worth of benefit as a result?

To judge by their answers to B•T's questionnaire, many of them feel they don't. The trouble, they think, is that there are too many meetings. It is the great number that runs up the bill.

We agree.

In general they think that most of the established meetings—the NARTB annual convention, the district meetings, state association meetings, BMI and BAB clinics—are worthwhile.

We agree.

But they think that some of these meetings can be consolidated to save time and traveling expenses. Beyond that, they vote by a significant majority for separate meetings for radio and television, as a further means of cutting down on waste time.

The consolidation and streamlining of all meetings have been advocated repeatedly by this publication. We have applauded recent resolutions by district meetings urging a reduction in such assemblies. We are immodest enough to believe that our discovery of the true costs of meetings will precipitate widespread demand for reform.

As we say, $3.5 million is a lot of money. Broadcasters could spend less and get more if more realistic meeting schedules were worked out.

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felt that such representation is essential for their station.

The station comments revealed a strong sentiment for "broadcasting meetings for broadcasters only," with film and transcription salesmen, labor representatives and others who deal with broadcasters kept on the outside.

Many broadcasters objected more or less strenuously to the number of meetings they are required, or at least feel, it advisable to attend. These are the ones who most vigorously urge a consolidation of meetings. State association meetings should be held annually instead of twice a year, some say. Divide the meetings into "small market" and "big market" sessions and so avoid a waste of time by both factions, say others.

More pre-planning of meetings, with the social aspects trimmed to the bone was frequently advocated. "Streamlined meetings, with fewer parties, less drinking and more business" is asked by one station executive.

"It is my considered opinion," wrote another broadcaster, "and since I am a state association president I have given it much thought, that it would be well for the NARTB district meetings, state association meetings, BMI clinics and BAB clinics to be held at one time. The subject matter could be so arranged that everything having to do with sales, for instance, would be on a particular day so that the sales staffs of the area stations could attend; everything on programming on another day so that the program staffs could attend those meetings, and possibly have management in attendance at the full meeting."

Larger districts, with a minimum of 50 to 75 tv stations in each, were urged by a tv station operator, and the same idea was presented also by radio station managers and those in charge of combined radio-tv operations. "We'd like to see the U. S. divided into eight or ten districts with NARTB meetings held therein, together with brief meetings of each state included in that district," another manager wrote, as then "the NARTB session could be more than the present 'pitch' but an actual business meeting with voting that would count in determining overall questions. This would certainly get a larger cross-section of opinion than is now possible at a national convention."

He suggested that in that way the business of the organization could be transacted on this regional basis, ballots from each meeting being held secret until all meetings have been canvassed. The national meetings, he said, could then "become an exposition of new equipment and partying for those who want such things and those of us who have outlived that day could stay home."

Several broadcasters proposed that all meetings be eliminated and replaced with "our own facilities, closed circuits, transcriptions or tapes," being used to distribute pertinent information among NARTB members. "The people on NARTB's staff, working to promote radio, would be able to report once a month intelligently to station managers, program directors and other radio personnel. The technical cost should not be great."

A number of operators of radio stations without tv properties asserted the belief that at present too much attention is focused on television, not enough on radio. They urged that not only the meetings but the NARTB itself be divided into two sections, one all radio, the other all tv, an "NARB and an NATVB," as one broadcaster put it. "Radio and tv have nothing in common. We are definitely competitors," another wrote. "Very little is done for radio. Tv gets the big play. If this keeps on our station will drop out of NARTB."

"I believe that a federated industry organization is the answer to our problem," still another declared, "but even under a federation some of the same problems would be encountered."

Despite the criticisms of many of the characteristics of industry meetings today, no station manager suggested the possibility that the industry get along without some kind of organization and some kind of meeting of its members. "My station is isolated from the metropolitan centers so we are anxious to get with other broadcasters to talk shop," said one broadcaster, and many others echoed that sentiment.

"Next year, when the NARTB convention is held in Washington, we plan to send more people than ever before," declared the manager of a radio and a tv station. "Possibly the main reason for this is the fact that our business with television is so much larger than when only radio existed, that in order to have depth in our organization we must have people better informed."

ADVERTISERS & AGENCIES

RADIO, TV NETWORK SALES SOAR IN YEAR-END BUYING

Record highs are in the making for network tv, while radio figures promise better times ahead. Spot, too, has an optimistic outlook.

A YEAR-END burst of new sales and renewals in both radio and television topped the broadcast business scene last week, as all networks reported activity on the sales front.

This flurry, which reflected billings mounting into the millions of dollars on the network level alone, came at a time when annual gross billings in network tv headed to what will be a record all-time high—and when network radio was entering a period described by CBS Radio last week as one in which national advertisers were displaying a renewed faith in the medium.

While this sales outburst was recorded among the networks, prospects were held for a good year in both spot radio and spot tv. In a special statement to B•T, Kevin B. Sweeney, president of Broadcast Advertising Bureau, said:

"While it's difficult to see much, if any, gain for national spot during the first quarter of 1955, there is no question that 1955 will be a good year for spot.

"BAB has had more inquiries in the past six weeks from advertisers anxious to explore or re-explore radio than at any time in our history.

"We have pronounced interest from advertisers in the tobacco, automotive, household specialties fields for campaigns running into several million dollars in 1955, and this is only a small part of the interest we are certain is being manifested to other sellers of time."

T. F. Flanagan, managing director, Station Representatives Assn., said there were early indications of a spot radio comeback with advertisers who formerly diverted funds into spot tv now returning to "re-use" of the aural medium. Total expenditures—of both radio and tv—of many spot advertisers, he said, are expanding.

Advertiser faith in radio's selling power was hailed by CBS Radio last week in announcing renewals representing more than $18 million gross billings.

The renewals are for 22 programs by 13 national advertisers and include continuation by Procter & Gamble of all of its daytime business on the network (seven Monday-through-Friday serials), according to John Karol, CBS Radio vice president in charge of network sales.

Mr. Karol said these renewals of network time, both day and evening, by major clients give "emphatic proof of radio's strength. No advertiser buys a medium unless he gets an audience—gets circulation—and moves his product. That he gets these results with radio is clearly demonstrated by his decision to continue in the medium."

Procter & Gamble renewals: *Rosemary* and

Perry Mason through Benton & Bowles; *Road of Life, Guiding Light* and *Young Dr. Malone* through Compton Adv.; *Ma Perkins* through Dancer-Fitzgerald-Sample and The Biow Co., and *Brighter Day* through Young & Rubicam.

List of other sponsors, programs and agencies: Hallmark Cards Inc., *Hallmark Hall of Fame,* Foote, Cone & Belding; Metropolitan Life Insurance Co., *Allan Jackson and the News,* Young & Rubicam; P. Lorillard Co., *Two for the Money,* Lennen & Newell; Philip Morris & Co., *My Little Margie,* The Biow Co.; Lever Bros., *Aunt Jenny,* Foote, Cone & Belding; *Arthur Godfrey Time* segments, McCann-Erickson.

Also, General Foods Corp., *Renfro Valley—Sunday Mornin' Gatherin',* Young & Rubicam, and *Galen Drake,* Benton & Bowles; Bristol-Myers Co., *This Is Nora Drake,* Doherty, Clifford, Steers & Shenfield; Liggett & Myers Tobacco Co., *Perry Como Show,* Cunningham & Walsh; Thomas J. Lipton Inc., *Arthur Godfrey's Talent Scouts,* Young & Rubicam; Continental Baking Co., *Make Up Your Mind,* Ted Bates & Co.; William Wrigley Jr. Co., *Gene Autry Show,* Ruthrauff & Ryan and *FBI in Peace and War,* Arthur Meyerhoff & Co.; Ford Div. of Ford Motor Co., for its portion of *Edward R. Murrow with the News,* J. Walter Thompson Co.

Also announced last week by CBS Radio was renewal by Chevrolet Dealers of sponsorship of 12 five-minute news broadcasts with Allan Jackson and Robert Trout for another 26 weeks. Agency for Chevrolet is Campbell-Ewald Co., Detroit.

A few days after CBS Radio reported its list of renewals, ABC Radio reported that, going into the first quarter of 1955, it had sold more in commercial time that it had at this time last year.

Charles T. Ayres, vice president in charge of ABC Radio, said that in using an average week during the month of January for comparison, commercial hours next year will total about 31 hours, 15 minutes compared to 29 hours, 45 minutes for an average January week of 1954.

Mr. Ayres said: "The ABC Radio Network for the first 10 months of 1954 was fractionally ahead of the corresponding period for 1953 and, from all indications, this trend will be maintained into 1955."

New business reported in the past few weeks by ABC Radio included:

The Texas Co., 17 Saturday performances of the Metropolitan Opera, which began Dec. 4 (starting at 2 p.m. EST); Christian Science Publishing Society, *Christian Science Monitor Views the News,* which increases its stations from 28 to 350 starting Jan. 4 when the program moves from Tuesdays, 9:40-9:45 p.m., to 9:25-9:30 p.m. the same day; Olson Rug Co., Monday portions of *Breakfast Club,* effective Jan. 10; Rockwood & Co., Wednesday and Friday portions of *Breakfast Club,* effective Jan. 12; American Federation of Labor, *Edward P. Morgan,* Mondays through Fridays, 10-10:15 p.m., effective Jan. 3; Bankers Life & Casualty Co. of Chicago, *Paul Harvey News,* Sundays, 10-10:15 p.m., effective Jan. 2; Allstate Insurance Co., *Sports Today with Bill Stern* (alternating), Monday through Friday, 6:30-6:45 p.m. EST, effective Dec. 13; Mutual of Omaha, for Tuesday portions of *Breakfast Club,* effective Jan. 11; Studebaker-Packard for saturation five-minute news campaign, Mondays, Wednesdays, Thursdays and Fridays, effective Jan. 10.

HIS 25th year of religious broadcasting and his 14th consecutive year on the *Voice of Prophecy* program over MBS is signed for by Dr. H. M. S. Richards (2d l) and Thomas F. O'Neil (r), MBS president. Elmer Walde (seated, l), *Voice of Prophecy* executive, and Paul Wickham, vice president of Western Adv. Agency Inc., witness the signing.

Among renewals reported by ABC Radio: Goodyear Tire & Rubber Co., *Greatest Story Ever Told,* Sundays, 5:30-6 p.m., effective Jan. 2 for 52 weeks; Assemblies of God, *Revival Time,* Sundays, 10:30-11 p.m., effective Dec. 12 for 52 weeks; Anheuser-Busch Inc., *Sports Today with Bill Stern* (alternating), effective Dec. 14; Aero-Mayflower Transit Co., *Aero-Mayflower News* (12 five-minute newscasts weekly Tuesday through Friday), effective Jan. 4; Carnation Co., *When a Girl Marries,* Mondays through Fridays, 10:45-11 a.m. EST, for 52 weeks effective Jan. 3.

Regional Sales

Regional sales (Pacific Coast Network): Tide Water Associated Oil Co., western regional basketball games on the Pacific Coast Network, Jan. 8 through Feb. 26; Eugene Stevens Inc., *How to Save Money on Your Car;* General Products Corp., *Christmas Story Teller.*

Among other ABC sales in the past month was a simulcast of the Sugar Bowl game (Navy vs. Mississippi) to three sponsors: C. A. Swanson & Co. (frozen food products), Omaha, through Tatham-Laird, Chicago; Top Pop Products Co. (E-Z Pop popcorn), Detroit, through W. B. Doner & Co., Detroit, and American Chicle Co., New York, through Dancer-Fitzgerald-Sample for Dentyne and Beeman's chewing gum.

ABC-TV's new business during the period also includes a special *Kukla, Fran & Ollie* presentation (by the program's creator, Burr Tillstrom) of James Thurber's fairy tale, "Many Moons," which will be telecast Christmas Day. Gordon Baking Co. (Silvercup bread), Detroit, is the sponsor on WBKB (TV) Chicago, WABC-TV New York and WXYZ-TV Detroit. Agency: D'Arcy Adv. Co., New York. *Kukla,* reports ABC-TV, now is available to 36 stations across-the-board. The program is sponsored weekly on the Chicago, New York and Detroit stations by Gordon Baking.

ABC Radio reported one-time shots by Stanley Home Products, *Boys Time Choir* (Sunday, Dec. 19, 3-3:30 p.m. EST) and National Business & Property Exchange, *Paul Harvey Comments* (same day, 6:15-6:30 p.m. EST).

CIBA Pharmaceutical Products Inc. (various drug and medicinal products) is sponsoring *Lifeline,* a documentary-type show, which was to have premiered yesterday (Sunday) 9:15-9:30 p.m. EST on ABC-TV. Agency is Kiesewetter, Baker, Hagedorn & Smith Inc., New York. Its latest new business list includes the *What's Going On* program now on the network, Sundays, 9:30-10 p.m. EST, under sponsorship of Revlon Products Corp. (Silken-Net hair spray, Lanolite lipstick). Agency for Silken-Net is Sullivan, Stauffer, Colwell & Bayles, for Lanolite, William H. Weintraub & Co.

DuMont reported renewals in the past month to include (all on 52 week basis) Miles Labs Inc., *Morgan Beatty and the News;* Lentheric, *Chance of a Lifetime;* Pharmaceuticals Inc., *The Stranger;* Serutan Co., *Life Begins at Eighty;* Walter H. Johnson Candy Co., *Captain Video.*

DURING his visit to address the San Francisco Ad Club [B•T, Dec. 6], Sylvester L. (Pat) Weaver Jr., NBC president, witnessed the signing of a contract by Star-Kist Foods Inc. of Calif. for once-weekly participations on the NBC-TV *Today, Home* and *Tonight* programs and the NBC Radio *Mary Margaret McBride* program for 52 weeks beginning Jan. 5. L to r: Walter G. Tolleson, account supervisor, NBC Western Div.; Robert O. Davis, partner, Rhoades & Davis Advertising, San Francisco, servicing Star-Kist; Mr. Weaver, and Tom Scholts, partner, Rhoades & Davis, Los Angeles.

New business on DuMont includes Emerson Drug Co. for *Chance of a Lifetime;* Libby, McNeil & Libby and Swift Co. for *All About Baby;* Western Union for *Down You Go;* Admiral Corp. for *Life Is Worth Living* (the latter for 26 weeks).

Adding to these, DuMont also sold Thanksgiving football to Plymouth Motor Corp. (division of Chrysler Corp.), and pro football games on Dec. 19 and 26 to Atlantic Refining Co., Carling Brewing Co., Miller Brewing Co. and Buick Motor Div. of General Motors Corp.

New crop of sales and renewals on NBC-TV were announced Wednesday by Edward R. Hitz, vice president in charge of television network sales (Central Div.). Included were: International Shoe Co., through D'Arcy Adv., for *Ding Dong School* (10-10:30 a.m. EST) for five consecutive Tuesdays, beginning March 1; C. A. Swanson & Son (foods), through Tatham-Laird, to sponsor the fourth quarter of the Cotton Bowl telecast Jan. 1; Hallmark Cards Inc., through Foote, Cone & Belding, *Hall of Fame* (Sundays, 5-5:30 p.m. EST), beginning Jan. 2; Kraft Foods Co., through J. Walter Thompson Co., renewal of *Kraft Television Theatre* (Wednesdays, 9-10 p.m. EST) for 52 weeks, effective Jan. 5.

Kraft Foods Co. for its caramel products also will sponsor NBC-TV's *Tom Corbett, Space Cadet* (Saturdays, 11:30 a.m.-noon EST), starting Jan. 1.

An 80% sell-out level was reported by NBC-TV for its *Home* show, with more than $3.5 million in business signed for 1955. According to NBC-TV, for six weeks preceding Christmas, 187 of the show's 240 "commercial positions" were sold.

Fourth-quarter time and billings of *Home* will amount to $1.9 million with 1954 billings totaling more than $3.2 million, NBC-TV reported. During the year, the network added, *Home* signed 38 advertisers and has a current client list that includes Aluminum Co. of America; Avco Mfg. Co.; Dow Chemical Co.; E. I. duPont; Glidden Co.; H. J. Heinz; Necchi Sewing Machine Co.; Northam Warren; Pepperell Mfg. Co., and Sunbeam Corp.

At the same time, Matthew J. Culligan, NBC national sales manager, announced more than $900,000 in participations in NBC-TV's *Today, Home* and *Tonight* programs by Star-Kist Foods Inc. He said this was a record-high purchase for a single client on the "magazine" package.

The Star-Kist contract begins Jan. 5 for a once-a-week participation on the three shows. The company also bought a Wednesday participation on the *Mary Margaret McBride* five-minute commentary on NBC Radio. The three-program package sale was handled by Walter G. Tolleson, NBC account supervisor for network sales (Western Division). Rhoades & Davis Adv. was the agency. Another newly-reported sale by NBC-TV for its "T-H-T" three program package was Sealy Inc.'s purchase, through Weiss & Geller Inc., of one participation per week for seven weeks, beginning April 11.

New business and renewals, representing nearly $9 million in annual gross billings (all contracts for 52 weeks), were reported by MBS as having been signed in the past month. Not included was an almost $1 million additional in five one-time sports broadcasts sponsored by Plymouth Div. of Chrysler Corp.; Buick Div. of General Motors; Gillette Safety Razor; Miller Brewing Co., and Mutual of Omaha.

New business signed by Mutual included: Kraft Foods (through Needham, Louis & Brorby), 25 minutes daily, Monday through Friday; National Biscuit Co. (Kenyon & Eckhardt), *Rin Tin Tin*, 30 minutes weekly; American Home Products (Sullivan, Stauffer, Colwell & Bayles), *Gabriel Heatter*, 15 minutes Friday; Billy Graham Evangelistic Assn. (Walter F. Bennett & Co.), *Billy Graham*, 30 minutes weekly; First Church of Christ, Scientist (Hoag & Provandie), 15 minutes Sunday; Esso Standard Oil Co. (Marschalk & Pratt), *Esso Reporter*, effective Dec. 27, 9-9:05 p.m. Monday through Friday.

MBS renewals included: American Home Products (through Sullivan, Stauffer, Colwell & Bayles), *Gabriel Heatter*, 15 minutes, Monday-Wednesday; P. Lorillard & Co. (Lennen & Newell), *Queen for a Day*, 75 minutes, Monday through Friday; R. J. Reynolds Tobacco Co. (William Esty), multi-message programs, 10 weekly; Radio Bible Class (J. M. Camp), 30 minutes Sunday; Christian Reformed Church (Glen, Jordan, Stoetzel Inc.), 30 minutes weekly.

CBS-TV renewals included: Westinghouse Electric Corp., *Studio One*, for 52 weeks, starting Jan. 3, through McCann-Erickson; Lehn & Fink, re-runs of *I Love Lucy* films to be programmed Sunday at 6 p.m.; Maytag Co. (through McCann-Erickson) and Amana (through Morey, Lee & Marshall), Big Ten basketball, effective this month; Aluminum Co. of America, *See It Now*, through Fuller, Smith & Ross; A. E. Staley, through Young & Rubicam, for a portion of the *Garry Moore Show;* Simoniz Co., through Sullivan, Stauffer, Colwell & Bayles, for a segment of the *Bob Crosby Show;* Gillette Safety Razor Co., through Maxon Inc., for the Orange Bowl; Pet Milk & Carnation, *Red Skelton Show* which will replace *Life With Father;* Bristol-Myers Co., which will sponsor a film series; Thomas J. Lipton Co., *Arthur Godfrey Talent Scouts;* National Dairy, *Big Top*, effective Jan. 22; Norwich Pharmacal, *Sunday News Special*, effective Jan. 9, through Benton & Bowles.

Hamm Brewing Co. and American Oil Co., alternate sponsorship of *Person to Person*, with Campbell-Mithun, Minneapolis, handling for Hamm, and The Joseph Katz Co., for American; American Oil, *Years of Crisis;* General Electric, *General Electric Theatre* and *Jane Froman Show*, both through BBDO; Lincoln-Mercury Dealers, *Toast of the Town*, through Kenyon & Eckhardt; Electric Co.'s of America, alternate sponsorship of *You Are There;* C. H. Masland & Sons, segment of the *Garry Moore Show* on alternate Mondays, through Anderson & Cairns; Bristol-Myers, alternating with Masland on *Garry Moore*, through Doherty, Clifford, Steers & Shenfield; Colgate-Palmolive Co., *Millionaire*, through Ted Bates Agency.

New sales by CBS-TV included Pharmaceuticals Inc., *Meet Millie*, through Edward Kletter & Assoc.; Zenith Radio Corp., segment of *Omnibus*, through Young & Rubicam; Procter & Gamble, *My Favorite Husband*, through Young & Rubicam.

ARB

(NOVEMBER REPORT—TV)

	Program & Network	Rating
1.	I Love Lucy (CBS)	51.8
2.	You Bet Your Life (NBC)	48.9
3.	Toast of the Town (CBS)	48.7
4.	Jackie Gleason (CBS)	48.1
5.	Dragnet (NBC)	44.7
6.	Two for the Money (CBS)	40.6
7.	This Is Your Life (NBC)	38.5
8.	Talent Scouts (CBS)	37.9
9.	Your Hit Parade (NBC)	37.2
10.	What's My Line (CBS)	36.4

	Program & Network	Viewers
1.	Toast of the Town (CBS)	45,910,000
2.	Jackie Gleason (CBS)	43,030,000
3.	I Love Lucy (CBS)	41,450,000
4.	You Bet Your Life (NBC)	38,320,000
5.	Dragnet (NBC)	34,270,000
6.	Disneyland (ABC)	30,810,000
7.	Your Hit Parade (NBC)	29,260,000
8.	Two for the Money (CBS)	28,870,000
9.	Private Secretary (CBS)	27,460,000
10.	Talent Scouts (CBS)	25,720,000

PULSE

RADIOPULSE*

TOP EVENING

	Program Average Rating	
	Sept. Oct.	July Aug.
My Little Margie (CBS)	5.8	5.6
J. Dollar, Miss Brooks (CBS)	5.7	
Juke Box Jury, Misc. (CBS)	5.5	5.0
Edgar Bergen (CBS)	5.2	
Groucho Marx (NBC)	5.2	4.5
FBI in Peace & War (CBS)	5.1	
Lux Theatre, Misc. (NBC)	5.1	
Mr. Keene, Crime Photographer (CBS)	4.9	
21st Precinct (CBS)	4.9	
Barrie Craig, Dragnet (NBC)	4.7	
Godfrey's Talent Scouts (CBS)	4.7	4.5
Meet Millie, Suspense (CBS)	4.7	5.2

TOP MONDAY-FRIDAY DAYTIME

	Program Average Rating	
	Sept. Oct.	July Aug.
Helen Trent (CBS)	6.2	6.6
Our Gal Sunday (CBS)	6.1	6.6
Arthur Godfrey (CBS)	6.0	6.3
Guiding Light (CBS)	6.0	6.6
Ma Perkins (CBS)	6.0	6.6
Road of Life (CBS)	6.0	6.6
Aunt Jenny (CBS)	5.9	
Perry Mason (CBS)	5.9	6.6
Wendy Warren (CBS)	5.9	6.4
Young Dr. Malone (CBS)	5.9	6.6

TOP SATURDAY & SUNDAY DAYTIME

	Program Average Rating	
	Sept. Oct.	July Aug.
City Hospital (CBS)	3.9	4.1
Stars-Hollywood, Sat. Theatre (CBS)	3.9	4.4
True Detective Mysteries (MBS)	3.9	4.0
The Shadow (MBS)	3.8	3.9
Robert Q. Lewis (CBS)	3.6	
Romance (CBS)	3.6	3.9

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* Weighted programs average for 19 regular Pulse markets.

Florida Citrus Buys More Tv to Up Sales

THE FLORIDA Citrus Commission dipped into its reserves Wednesday to buy an additional $200,000 worth of television time designed to help put some life in lagging fresh fruit demand.

Three one-minute spots per week will be purchased on the CBS *Morning Show* and one spot per week will be purchased on the NBC *Today* show, each for a 13-week period. The commission already is sponsoring *Twenty Questions* on ABC at a cost of some $750,000 for 44 weeks, and recently completed another turn on *Today* with Dave Garroway.

In other advertising action, the commission appropriated $10,000 for advertising fresh citrus fruits in several European markets, and added $6,000 to the budget set up for promotion of citrus pulp cattle feed.

The commission has budgeted approximately $3.5 million for consumer advertising this season in all media.

October Radio, Tv Sales Top 1953 Retail Figures

ALTHOUGH retail sale of radio and tv sets in October declined from September because of the difference in length of reporting periods, sales were considerably above October 195 Radio-Tv-Electronics Mfrs. Assn. reported l week.

During October 799,164 tv sets were retailed, compared to 986,136 in September and 621,768 in October 1953. Tv set sales for t first 10 months of the year were at the h est point on record, RETMA said, tota 5,444,227, compared with 4,922,128 for 1953 period.

October radio sales, excluding auto sets, totaled 570,285, compared to September's 763,589 and 385,229 in October 1953. A total of 4,602,989 radios was retailed from January-October, compared with 4,911,415 during the 1953 period.

Chrysler's Quinn Stresses Effective Use of All Media

BUSINESSMEN should shoot at two ob tives to give the American economy the ward look in 1955—take a bigger bite o the market and put more "thrust" in sc E. C. Quinn, president of Chrysler Div., Ch ler Corp., told the Adcraft Club of Detro last Friday.

He said that competition which aims only for a larger slice of the existing market means limited sales goals.

Reaching out for greater markets, Mr. Quinn asserted, requires wider, more effective use of all advertising media, and warned businessmen that taking on a new medium, in order to reach new groups of people, should not be at the expense of a medium that is already doing an effective job.

He said that when Chrysler Div. signed a national tv show the money was made available by increasing the entire budget, not by cutting back on other types of advertising.

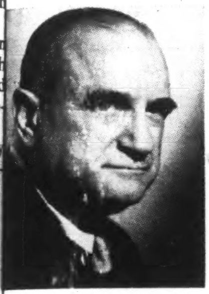
"Thrust" in selling means making selling a creative service, Mr. Quinn declared. "It means making people want the product more than they did before we talked to them by giving them emotional reasons as well as logical justifications for buying right now."

Advertising is the "first step in selling," Mr. Quinn said.

GOLDSMITH DEVISES NEW TECHNIQUE FOR RADIO-TV AUDIENCE MEASUREMENT

Noted inventor in the field of electronics will unveil "centercasting" process Thursday before the National Television Film Council in New York. System may enable large audience's reactions to be defined quickly, but possible similarity to CBS experiment which failed leaves some in doubt.

A NEW SYSTEM, which in wide use might evolutionize the field of audience measurement, has been developed by Dr. Alfred N. Goldsmith, noted inventor, who said last week it not only would measure tune-in but could compile viewers' or listeners' reactions to a program in a matter of 30 to 60 seconds.



DR. GOLDSMITH

Additional breakdowns showing such factors as the economic levels, nationalities and residential locations of the audience could be provided in a relatively few additional econds, it was reported.

As seen by Dr. Goldsmith, who is slated to scribe the system publicly for the first time s week, the technique—called "centercasting"—would be useful in far more ways than just audience measurement. Advertisers, for instance, would find it useful in determining ction to a new package or a new product; ical and other organizations could use it easure public opinion on major issues.

"We have heard much about 'the voice of he people,'" Dr. Goldsmith said. "Here we are attempting to find out what 'the voice of the people' says."

Holder of many basic patents in radio-tv, motion picture and allied fields, including a ent for the tri-color television picture tube ployed in RCA's compatible color system, . Goldsmith described "centercasting" as "a very high-speed polling system" that can be orked either by wirelines or by radio.

r. Goldsmith anticipates the use of micro- e radio. Tune-in would be measured auto- cally without the knowledge of the audi- To get audience reaction, a push button gement would be installed in the homes king up the sample and the viewer or istener would punch one of five to indicate his feelings. The five buttons would range from "emphatically yes" to "yes," "neutral," "no," and "emphatically no."

In a sample adequate, by research standards, to measure the New York metropolitan area, Dr. Goldsmith said, the system could get all the answers in half a minute to a minute. The speed thus would make it possible not only to measure reaction to programs, but to different portions of the same program.

Dr. Goldsmith did not estimate the cost of a "centercasting" operation except to say it would be of about "the same order of magnitude" as a small television station. He envisions it as being financed jointly by networks, stations, advertisers and other commercial organizations, business and professional groups, and those who would find applications of the service useful to them.

He said the prospects are being explored with major factors in the field but that he was not at liberty to identify them at this time. Nor did he go into details of the workings of the system, which he is scheduled to make public on Thursday at a luncheon meeting of the National Television Film Council in New York.

The NTFC announcement of the meeting described "centercasting" as "a device which automatically polls television audiences for stations, indicating what programs are being listened to . . . the duration of the listening period . . . and the reactions of those who are listening."

(While the announcement related it only to television stations, Dr. Goldsmith said it could be used in radio measurement as well, and, indeed, could be installed in homes having neither radio nor television in order to get the views of these people on non-broadcast questions. He observed, incidentally, that he did not anticipate use of the system to forecast election results.)

NTFC's report said "'centercasting,' if widely applied, would greatly help in solving the questions raised by the conflicting reports and surveys provided by many research agencies and poll-takers.

"It also poses the question of what would happen to this segment of the industry if, hereafter, all audience polls are rendered automatically, largely via the television receiver and radio receiver on which the programs are received."

Survey Men Hesitant

First reaction of existing measurement services queried on the development was to wait for further details before commenting, although the apparent expense involved in "centercasting" was cited.

It also was recalled that another system of instantaneous-type measurement was evolved several years ago but never put into general use, partly because of the expense factor.

This was IAMS (for Instantaneous Audience Measurement System), developed by CBS on the principle of radar [B•T, Nov. 24, 1947]. As subsequently described and demonstrated to the Institute of Radio Engineers by Dr. Peter Goldmark, now president of the CBS Labs, and other engineers responsible for its development, IAMS worked as follows [B•T, Jan. 24, 1949]:

At the New York transmitter an inaudible signal was mixed in with the program material being broadcast. This impulse went to transceivers installed in pre-selected homes. When the home receiver was in use, the transceiver would in turn broadcast an impulse of its own. A later impulse indicated to what station the home set was tuned.

Impulses from all the transceivers were received and electronically counted at a central point (the CBS-built counter was capable of counting 250,000 units per second). The counted information was then coded and transmitted by phone line to CBS headquarters where it was translated into a value and recorded on a coder, using a paper tape. The record thus produced showed, in graph form, the percentage of sets in use and tuned to a particular station at a particular time.

IAMS also employed a subsidiary device, using push buttons, enabling the listener to vote "yes" or "no" at a given time.

Tums Tv Test

TELEVISION spot announcement campaign will be launched today (Monday) on WCBS-TV New York for Tums, a product of the Lewis-Howe Co., St. Louis, which has never before used tv spot announcements. The drive includes a saturation schedule of 26 10-second announcements a week on the station in the form of time service spots with "Tums Time" as a copy theme. If the campaign is successful it may be expanded to tv markets throughout the country, according to Frank Shakespeare Jr., general sales manager of WCBS. Ruthrauff & Ryan, St. Louis, is the agency representing Tums.

C-P Buys 'The Millionaire' To Replace 'Strike It Rich'

COLGATE-PALMOLIVE Co.'s Wednesday night *Strike It Rich* program on CBS-TV, 9-9:30 p.m. EST, will be replaced by *The Millionaire*, a new tv film show acquired by the company last week. The series will make its debut on Jan. 19. *Strike It Rich* will continue for Colgate in its daytime radio-tv schedule.

Negotiations were handled for C-P through Ted Bates & Co., New York, with MCA, which represents Don Fedderson and John R. Jacobs Jr., Tido Inc. Shooting on the films will begin immediately in Hollywood with Mr. Fedderson serving as producer. The two film companies will work on the series simultaneously. Advance scripts have been written by Mary McCall Jr., James Webb, Charles Hoffman, Bert Granet and Packard & Davis.

General format of the series will be to show the effect of receiving a million dollars on people from all walks of life. Two roles will be permanent. The other roles will change with each story.

Three to Sponsor Cub Games

THREE advertisers, two of them in the national field, have signed to sponsor radio broadcasts of all Chicago Cubs games on WIND Chicago for 1955, the station announced last week. Sinclair Refining Co. on alternate days will sponsor the games of the Cubs (and other National League teams when the Cubs are not playing), while Coca-Cola and General Finance, Chicago, will divide sponsorship on the other days. Agencies are D'Arcy for Coca-Cola, Gordon Best for General Finance and Morey, Humm & Johnstone for Sinclair.

McDermott Named Ayer V.P.

THOMAS J. McDERMOTT, of the New York office of N. W. Ayer & Son, has been elected a vice president in connection with radio-television of the agency.

MR. McDERMOTT

Mr. McDermott has been with the firm since 1933 and has handled radio-television work since that time, including accounting, contracts, timebuying, planning and liaison work with other Ayer departments.

AD EXPENDITURES GOING UP—DOHERTY

Tv-radio management consultant sees a moderate expansion in all segments of the economy for 1955. He says that advertising outlays should gross $8.7-$8.9 billion.

THE NATION'S overall advertising expenditures, which rose from about $7.8 billion in 1953 to $8.3 billion this year, will continue to increase throughout 1955, bringing the gross to between $8.7 and $8.9 billion for expenditures in all media, according to Richard P. Doherty Television-Radio Management Corp.

MR. DOHERTY

In *The Economic Outlook for 1955,* latest of an annual series issued by the Doherty organization, "a process of moderate overall expansion within practically all segments of the business economy" is foreseen during the year ahead. "The recession which began in 1953 flattened out early in 1954. There followed a ten-month period of stability and balance. All discernable evidence now points to the conclusion that a period of moderate expansion is already underway and will persist throughout 1955."

Pointing out that the $8.3 billion spent for advertising during 1954 "was only 2.3% of the gross national product" (of $356 billion) and that "a 1955 expenditure as high as $8.9 billion will be only 2.5% of the anticipated gross national product for next year," the Doherty report comments that if advertising were being placed at the pre-World War II basis of 3% to 3.3% of the gross national product, 1954's advertising bill would have been "some $10 to $11 billion in 1954."

New High in '55

Stressing the point that "advertising outlays are definitely not out of line with the total economy and established practices," the Doherty report states: "1955 will find advertising expenditures rising to a new high level in dollars spent with a combined advertising media."

The report's section on wages and labor relations notes that while average hourly earnings in manufacturing have risen in the past year from $1.78 to $1.84, fringe benefits in the same interval "added at least 5 cents per hour to the worker's true compensation," with the expectation that "fringe benefits will continue to mount by another 4-6 cents per hour" in the year ahead.

"Many radio and television operators have been kidding themselves about the industry's ability to hold wages fairly stable during 1954," the Doherty forecast declares. "Unionized station operators should honestly figure what they have given in fringes against what they did not give in weekly wages. There has been an increasing tendency of late for radio and tv management to boost established benefits or to add new "innocuous" benefits. Non-unionized stations increasingly feel the impact of these union accomplishments.

"Consider, for example, the signal gain of AFTRA in regard to its network negotiation for pensions. This provision, new to broadcast union contracts, will spread ripples throughout future negotiations. The payment (to a pension fund) of 5% of wages adds to labor costs at a slightly higher rate than a 5% rise in base hourly or weekly scales."

Tatham-Laird Combines All Media Into One Unit

TATHAM-LAIRD Inc., with estimated broadcast billings of about $9.5 million for this past year, will realign its organizational structure in 1955, combining radio, television and other branches under one media roof.

Adhering to the account grouping system, similar to that adopted by Leo Burnett and other agencies, Tatham-Laird has drawn an operational chart calling for an overall media director, an executive assistant, two media supervisors, and various radio-tv, print and other specialists.

George Bolas, present radio-tv director, will head the media department. George Stanton, media chief at Dancer-Fitzgerald-Sample, Chicago, will join the agency as his executive assistant. Paul Schlesinger, a radio-tv account manager, becomes media supervisor and Leroy Boyer, media supervisor at Leo Burnett Co., shifts over to T-L in a similar capacity.

Under the new system, effective Jan. 1, radio-tv, print and other specialists will be assigned to each account under a supervisor. Tatham-Laird handles products for Toni Co., Wander Co., General Mills and C. A. Swanson & Sons, among others.

Geyer Adv. Appoints New Executive Committee

A NEW executive committee has been formed by Geyer Adv. to broaden the distribution of management responsibilities within the agency, B. B. Geyer, president, announced last week.

Sam M. Ballard, executive vice president and general manager, will serve as chairman of the newly formed committee. Other members are: Mr. Geyer, Ralph C. Roberson, vice president and marketing director; Amedee J. Cole, vice president and creative director; Winslow H. Case, vice president, and John R. Kunz, treasurer.

"Agency policy, established by our existing operations committee, will be put into execution by this new committee," Mr. Geyer said.

The operations committee includes the members of the executive committee, and Donald G. Gill, vice president; Frank Kearney, vice president; Arthur A. Suring, vice president and art director; Harvey N. Volkmar, vice president, and John R. Geyer, assistant secretary and assistant general manager.

Ward Heads BBDO Copy Dept.

ALAN M. WARD, vice president in charge of the Buffalo office of BBDO, has been named head of the copy department (space) in the New York office. Dale G. Casto, executive in charge of account services in the Buffalo office, will succeed Mr. Ward. Charles H. Brower, who has been acting copy chief, will continue to be executive vice president in charge of creative departments for the agency.

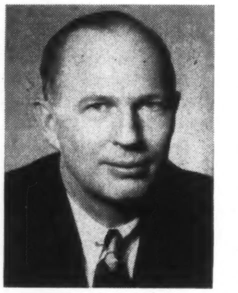
Auto SRO

INDICATIVE of current intense automobile advertising and the continuing sales value of radio was an advertisement placed last month in *Rocky Mountain News,* Denver daily, by KOA there. While congratulating the automobile industry in general and Denver dealers in particular, the advertisement, signed by KOA manager Don Searle, regretfully reported, "KOA is completely SOLD OUT on automobile advertising availabilities this week. We wish we could accommodate those of you who have requested KOA advertising time."

MANCHEE ELECTED BY ARF DIRECTORS

BBDO's executive becomes chairman of tripartite board of directors with Wildroot's Maurer named vice chairman.

FRED B. MANCHEE, executive vice president and treasurer of BBDO, was elected chairman of the tripartite board of directors of the Advertising Research Foundation last Thursday following the election of directors at the fourth annual meeting of ARF subscribers in New York.


MR. MANCHEE

J. Ward Maurer, director of advertising, the Wildroot Co., was chosen vice chairman, and Edward P. Seymour, vice president, Crowell-Collier Pub. Co., was re-elected treasurer.

Edgar Kobak will continue to serve as president of the foundation. Marion Harper Jr., president of McCann-Erickson, who served as ARF board chairman the past year, will serve as a director by virtue of being the immediate past chairman. Edward F. Herrick of the ARF staff was re-elected secretary.

Membership of the ARF board is tripartite, with representation of advertisers, advertising agencies and advertising media.

In addition to Mr. Maurer, the advertiser members of the board are: Ben R. Donaldson, Ford Motor Co.; William A. Hart, E. I. du Pont de Nemours & Co.; Frank W. Mansfield, Sylvania Electric Products; D. P. Smelser, Procter & Gamble, and Paul B. West of the Assn. of National Advertisers. This leaves one advertiser directorship to be filled later.

In addition to Messrs. Harper and Manchee, the advertiser agency members are: Frederic R. Gamble, American Assn. of Advertising Agencies; B. B. Geyer, Geyer Adv.; Fergus Meade, The Buchen Co.; Charles A. Pooler, Benton & Bowles Inc.; Henry Schachte, Bryan Houston Inc., and W. H. Wulfeck, William Esty Co.

The media members of the board, in addition to Mr. Seymour, are Robert E. Kinter, ABC (for tv); Adrian Murphy, CBS Radio; Walter C. Kurz, *Chicago Tribune;* Paul Montgomery, McGraw-Hill Publishing Co.; Vernon C. Myers, *Look,* and John C. Sterling, *This Week.*

The officers and directors will hold office for one year.

Kobak Describes ARF Work, Urges More Research Funds

GOOD ADVERTISING research is needed to help advertisers cut marketing costs and thus help sell more goods more economically, Edgar Kobak, president of the Advertising Research Foundation, told a joint meeting of the Akron Chapter of the American Marketing Assn. and the Akron Advertising Club last Tuesday.

"Good advertising research can rip off the blindfold and enable the advertiser to size up a situation more clearly and to deal with it more effectively," Mr. Kobak declared. "Smart advertisers can—and are—using good advertising research . . . They're not stumbling around in the dark. They're making good use of data being developed by the Advertising Research Foundation."

He dealt at length with the work being done by the ARF Committee on Motivation Research, which he described as being devoted to helping the advertising industry understand the "whys" of behavior and the "triggers" to action. He added that the committee is now in the second phase of its work, attempting to evaluate the techniques and methods used in motivation research as a prelude to trying to establish sound criteria in the advertising field.

Mr. Kobak urged companies which have become "successful through advertising" to set aside "a sizable sum each year" to improve advertising research. He suggested that they "plow back some of the profits and be prepared to make grants, through the ARF, for special projects which will increase the efficiency of advertising"

September Daytime Listening Tops Radio's 1953 Period

DAYTIME radio audience in both the morning and afternoon hours was larger in September 1954 than 1953, according to the latest *Nielsen Newscast*, distributed last week by the A. C. Nielsen Co. The Nielsen Radio Index shows 5,333,000 homes using radio during morning hours in September 1954 as compared to 5,169,000 last year, and 7,324,000 radio homes in the afternoon this year, as against 6,952,000 homes last year.

The *Newscast* reports that the northeastern area of the U. S., as of Oct. 1, still leads the country in tv saturation with 86% of the radio homes in these states owning tv sets, as compared with 70% in the east central states; 57% in the west central; 60% on the West Coast, and 43% in the South. National average was listed at 63.9%.

Ratings of daytime television serial programs were "virtually even" with other daytime programs, according to the *Newscast*, which noted that as of Oct. 1 the NTI Report listed 15 daytime serials with an average 6.8 Nielsen-Rating while the same number of weekday non-serials averaged 6.3.

Gray, 4A Unit Head, Sees 12,000 Adv. Job Availabilities

NEXT YEAR more job opportunities in the advertising field will be open to young people than at any previous time. This is the opinion expressed by E. A. Gray, vice president of Fletcher D. Richards (adv. agency) and chairman of the Committee of the New York Council of the American Assn. of Advertising Agencies which currently is conducting examinations for young people interested in advertising careers. Last Saturday was the final day on which the examinations were given for this year.

Mr. Gray, in a statement prior to the examination, said that within the next 12 months there will be "at least 12,000 new jobs, with 3,000 of them in agencies and 9,000 in company advertising departments, magazines, radio-television, newspapers and department stores." Of the total, Mr. Gray predicted that some 6,000 would be open to newcomers.

Mr. Gray said that because of the large demand for new personnel "the agency business is putting greater and greater emphasis on the exam program." He pointed out that all successful results, with the permission of the test takers, are sent to all major agencies and advertisers.

Lehn & Fink Top Prize Goes to WILK-TV's Albee

DOROTHY ALBEE, director of advertising and promotion of WILK-TV Wilkes Barre, Pa., won first prize of $250 cash in the Lehn & Fink Products Corp.'s station promotion managers contest for her part in promoting and merchandising the products featured on Lehn & Fink's *Ray Bolger Show* on ABC-TV.

The three other winners of the contest were: second place, Robert Baldrica, WXYZ-TV Detroit, who won $150; Heywood Meeks, WMAL-TV Washington, who received $100 for third prize, and Ken McClure, KROD-TV El Paso, Tex., $50 for fourth place. All contestants received a black and gold beer mug with his name and station call letters inscribed.

FIRST PRIZE money, a check for $250, is presented to Dorothy Albee, director of advertising and promotion, WILK-TV Wilkes-Barre, Pa., by Albert Plaut, advertising and promotion manager of Dorothy Gray Ltd., a division of Lehn & Fink. Mrs. Albee won top honors in Lehn & Fink's station promotion managers contest on behalf of promoting and merchandising the company's products.

Lehn & Fink Corp. is handled by Lennen & Newell, New York.

George Addresses Ad Group

EDWIN B. GEORGE, economist for Dun & Bradstreet, will discuss "The General Business Outlook for Agencies in 1955" at a luncheon meeting of the League of Advertising Agencies on Dec. 14 at the Advertising Club of New York. Meeting is open to agency principals and executives and non-league members.

C&W COUNT SHOWS VIDEOTOWN'S RADIOS

Final report on summary issued last October is released by Cunningham & Walsh, which has conducted sample town survey for seven years.

HALF of the tv homes in "Videotown" have more than one radio set, but among tv-less homes the multiple radio set ownership total is only 34%.

This finding is shown in Cunningham & Walsh's seventh annual "Videotown" report [B•T, Oct. 11], published in final form last week. Main theme of this year's report, as indicated in the preliminary summary in October, is that television viewers this year, for the first time, have rearranged their schedules to accomodate more leisure activities—including more radio listening — without reducing the amount of time spent with tv.

A radio set census, included in the 1954 study for the first time, showed "94% of all families had one or more radios, very near the national average." Television homes averaged two radios each; non-tv homes, 1.7. The report continues:

"In multiple-radio homes, which also had tv, radios were equally distributed, with 51% having a radio in the living room, 50% having one in a bedroom, 54% in the kitchen. In single radio homes, which also had tv, only 32% had a radio in the living room (along with the tv set); 18% had a radio in a bedroom, and 43% had a radio in the kitchen.

"In non-tv homes about 75% have a radio in the living room, and less than 25% have one in the kitchen. This change in placement of the radio set helps explain the increase in the number listening to radio in tv homes.

"One potential weakness is developing. The amount of time spent listening to radio, when they do listen, is showing a slight downward trend. The increased number of listeners is holding total hours up. In other words, the trend is for more people to listen to radio a shorter time."

The report also notes that "the size of the average tv family has been decreasing each year from 4 people in 1948 to 3.64 in 1954. At present, with saturation at almost 80%, the size of the tv family is approaching that of the average family in Videotown (3.40). Average family size of new owners is 3.42; for non-owners, 2.43. The non-owner family is very low in children, is often limited to 1 or 2 adults."

Radio ownership is reflected in the following tables:

No. of Radios	Tv Homes	Non-Tv Homes
0	5.7%	8.3%
1	44.3	58.0
2	31.5	27.6
3 or more	18.5	6.1

CAR RADIOS

	Tv Homes	Non-Tv Homes
Own a car	72%	33%
% cars with radios	80%	70%

Cunningham & Walsh has been surveying Videotown, revealed two years ago to be New Brunswick, N. J., a town of 39,800 located 30 miles from New York and within the good service range of New York's seven tv stations, each year for the past seven as a means of appraising the size, characteristics and habits of the tv audience.

(A&A continues on page 55)

WJAR RADIO
CATERPILLAR
EMERGENCY POWER

Distinguished Achievement AWARD

For Television News Reporting

sponsored by Radio - Television News Directors Association

in cooperation with The Medill School of Journalism Northwestern University

presented to WJAR-TV Providence, Rhode Island

1954

R T N D A

JUDGES

TOM EATON, News Director WTIC, Hartford, Conn.

Bob Rowley

BOB ROWLEY Television Newsman, Cleveland, Ohio

Bill Small

BILL SMALL, News Director, WLS Chicago, Ill.

REPRESENTING THE MEDILL SCHOOL OF JOURNALISM, NORTHWESTERN UNIVERSITY Professor Baskett Mosse, chairman, Department of Radio and Television, and Professor Fred Whiting

When the news breaks, Southern New England tunes to

CHANNEL 10 WJAR-TV

PROVIDENCE, RHODE ISLAND

NBC-Basic • ABC - Dumont - CBS
Represented by WEED TELEVISION

WHO SPONSORS WHAT IN SYNDICATED TV?

JUST ABOUT EVERYBODY, ACCORDING TO B•T'S LATEST SURVEY

By Bruce Robertson

WHO SPONSORS television's syndicated film programs?

Butchers and bakers and breakfast food makers; brewers and soft drink bottlers and the purveyors of popcorn; banks and public utilities and insurance companies; dealers in automobiles and auto service and gasoline and motor oil; manufacturers and retailers of household appliances and just about every type of business concern there is, from skating rinks to funeral parlors, according to a survey just completed by B•T.

Queried by the media director of a major advertising agency as to what kind of advertisers sponsor what kind of syndicated tv film shows, B•T passed the question on to the tv broadcasters, sending them a list of 30-minute syndicated programs and asking them to check those broadcast on their stations the week of Nov. 1-7, noting the type of sponsorship and whether the sponsor is a local, regional or national advertiser. The limitation to half-hour programs (considered representative) was to keep the questionnaire to a reasonable length; even so, it ran eight pages.

The form was sent to all commercial tv stations in the U. S. and Canada. Replies were received from 303 tv broadcasters, approximately 75% of all commercial tv stations and a more than adequate base for projecting the results to the full list. Of the replies, 292 came from stations inside the continental boundaries of the United States; three from Hawaii; two from Alaska; one from Puerto Rico and five from Canada. Replies from stations outside the continental U. S., incidentally, showed no significant differences from those of U. S. tv broadcasters.

Major findings of the survey are that, during the first week of November 1954:

- The 303 stations reported broadcasting 221 different half-hour syndicated film programs during the week.
- The average tv station broadcast 11 such programs.
- The average half-hour film program was telecast by 5% of all commercial tv stations.
- Slightly more than three-fourths of these half-hour syndicated film programs were broadcast under sponsorship, with local and regional advertisers accounting for nearly two-thirds of the total number, national advertisers for a little more than a quarter and about 7.5% of the commercial telecasts made with participating sponsorship by a number of advertisers of all categories.
- Producers and distributors of foods and food products are the heaviest users of half-hour syndicated films, accounting for about one-fifth of the total number of commercial station telecasts. Brewers rank second, comprising approximately one-tenth of the total. Consumer services (banks, moving and storage, gas and electric and telephone companies, etc.) and automotive advertisers each make up about 5% of the total, with household equipment firms sponsoring nearly that per cent of the commercial telecasts of these half-hour syndicated film programs.

THE TOP 10 ON FILM

Program	% of All Tv Stations Carrying	% of Total Time for ½ hr. Film Shows
1. Liberace	49.0	4.21
2. Badge 714	46.0	3.95
3. I Led Three Lives	36.4	3.13
4. Annie Oakley	31.8	2.73
5. Mr. District Attorney	30.1	2.59
6. Cisco Kid	28.5	2.45
7. Hopalong Cassidy	27.8	2.39
8. City Detective	26.2	2.25
9. Favorite Story	25.8	2.22
10. Range Rider	25.1	2.16

HALF-HOUR SYNDICATED FILM SHOWS

	% of Total Air Time
Commercial	76.7
Sustaining	23.3
	100.0%

	% of Commercial Air Time
Local	39.8
Regional	24.1
National	28.6
Participating	7.5
	100.0%

- Soap companies and cigarette manufacturers, two of the major types of sponsors of tv network programs, are virtually nonexistent as sponsors of syndicated films, together accounting for only 1% of the total air time of these film shows.
- Adventure-mystery programs are by far the most numerous of half-hour film shows on tv, accounting for 38% of the air time used by all 30-minute films, more than twice the 17% devoted to the second-ranking dramatic shows. Westerns rank third with 12%, these three program types together getting more than twice the time devoted to all other types of half-hour syndicated film shows.
- Some types of advertisers and some types of filmed shows seem to go naturally together, such as breakfast foods with westerns, autos and gas and oil with sports, lumber yards with *Walt's Workshop*, offering instruction in home woodworking.
- Tv broadcasters seem to agree with advertisers in their selection of half-hour syndicated film programs. Of these shows that are broadcast by stations without sponsorship, adventure-mysteries are first by a wide margin, with dramatic programs second and comedies third.
- *Liberace* is the most-broadcast single half-hour syndicated film program, carried by 49% of commercial tv stations and accounting for more than 4% of the total time given to all these programs.

Of the 10 most-telecast half-hour film programs (see table), it is noteworthy that, aside from the unique and to some viewers the incomprehensible pianist, Liberace, the list contains four westerns, four adventure-mysteries and one dramatic series. It is also worthy of mention that *Badge 714*, second in point of distribution, comprises reruns of a top-ranking network series, *Dragnet*.

Looking at the types of companies sponsoring these leading syndicated film telecasts shows that Liberace's sponsors run the gamut from breweries to funeral homes, with at least one company from nearly every advertiser category. Sponsors of *Badge 714* also represent a wide diversity of businesses, from jewelers to plumbers. For both of these programs, the sponsors are predominantly in the local retail class.

Most of the telecasts of *I Led Three*

A greaew h

Homer Bell widower, lawyer, judge, and head of rollicking household. Gene Lockhart makes Homer Bell real, believable, lovable!

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NG SOON

Maude, Homer's housekeeper. Knows all the local gossip. She's quick with a wisecrack and argues with Homer like an opposing attorney.

This is Homer's niece **Casey** (Cassandra, for long). She's 15, quite a tomboy . . . but in the process of discovering she's very much a woman.

ew human interest comedy for syndicated TV!

"His Honor, Homer Bell"

starring Gene Lockhart

A happy, heart-warming show with the broadest audience appeal ever offered for local sponsorship. Each of the 39 filmed episodes is a light-hearted portrayal of goings-on in a typical American household. It's refreshing entertainment the whole family will enjoy!

NBC FILM DIVISION

SERVING ALL SPONSORS...SERVING ALL STATIONS

NBC FILM DIVISION—30 Rockefeller Plaza, New York 20, N. Y. • Merchandise Mart, Chicago, Illinois
Sunset & Vine Sts., Hollywood, Calif. • In Canada: RCA Victor, 225 Mutual St., Toronto; 1551 Bishop St., Montreal

Per Cent of Program Type Sponsored by Each Class of Advertiser

	Adventure-Mystery	Children's	Comedy	Documentary	Dramatic	Educational	Interview	Musical	News-Commentary	Quiz-Panel	Religious	Sports	Travel	Western	Woman's	Total
Apparel, Footwear & Accessories	0.9		2.1		0.9	4.8		2.3	3.4			1.6		0.9		1.2
Automotive, Accessories & Equipment	4.6		3.6	8.2	4.9			1.8	10.3			22.6		0.5		4.9
Beer & Wine	18.3		8.0	6.2	9.1			4.1	13.8			12.4		4.3		10.8
Building Materials, Equipment & Fixtures	1.2		1.4	4.1	2.2	61.9		2.0				3.3		0.2		1.9
Confectionery & Soft Drinks	0.9	3.6	2.8	1.0	0.2							0.4		21.6	50.0	3.3
Consumer Services	4.1	3.6	3.8	40.0	4.2	11.9	25.0	16.8	13.8		5.9	4.6		0.5		5.4
Department Stores	0.9		1.1	2.1	1.2			4.3		3.5		0.4		1.0		1.3
Drugs & Toiletries	3.0		2.2		4.9			10.5				0.9		0.2		3.1
Food & Food Products	18.7	60.7	30.3	5.1	13.2	9.5	25.0	22.3		1.7	5.9	5.7		48.6	7.1	21.1
Gasoline, Lubricants & Other Fuels	5.8		1.7		1.2			0.4	3.4			12.4		0.2		3.5
Household Equipment & Supplies	3.8		4.1		7.1		25.0	4.7	17.3		5.9	6.0		1.6	28.7	4.4
Household Furnishings	3.1		2.9		1.8			5.3				0.4		0.2		2.2
Insurance	0.3		0.3	2.1	1.0	2.4		0.2			11.8	1.9		0.2		0.5
Jewelry & Optical Goods	2.6		1.8		2.8			3.4				0.2		0.2		2.0
Newspapers	0.4		0.6		0.2			0.4								0.3
Office Equipment, Stationery & Writing Supplies	1.7				1.1					1.7	5.8	0.2				0.9
Radios, Tv Sets, Phonographs & Musical Instruments	1.1		1.8	2.1	1.7			1.7				2.4		0.2		1.1
Real Estate	0.1		0.6	2.1	0.2							0.9				0.2
Smoking Materials	0.1		0.6		0.4			0.8				0.9				0.3
Soaps, Cleansers & Polishes	0.4		1.3		0.5			1.3						2.9		0.8
Sporting Goods & Toys	0.3											1.3				0.2
Transportation, Hotels & Resorts	0.1				0.3			0.4				0.4				0.1
Miscellaneous	1.4		2.7	2.1	1.9			1.9		1.7	11.8	1.9		0.6		1.7
Participating	4.0		5.5	2.1	6.6			3.9	20.8	1.7		5.8		4.5	7.1	5.5
Total Sponsored	77.8	67.9	78.2	77.3	67.6	90.5	75.0	88.5	82.8	10.3	47.0	87.6	0.0	88.4	92.9	76.7
Sustaining	22.2	32.1	21.8	22.7	32.4	9.5	25.0	11.5	17.2	89.7	53.0	12.4	100.0	11.6	7.1	23.3
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Lives, City Detective and *Favorite Story* are sponsored by breweries, while bakers and dairies make up the main body of sponsors of the three western series, *Cisco Kid, Hopalong Cassidy* and *Range Rider*, in which audiences can be assumed to be comprised chiefly of the under-10 bread-and-milk set.

The two remaining programs of the top 10 syndicated half-hour films are utilized chiefly by national advertisers for spot tv campaigns. In each case, there are two national sponsors splitting the bill: Carter Products and Samsonite Luggage for *Mr. District Attorney;* Canada Dry Ginger Ale and Tv Time Pop Corn for *Annie Oakley*.

Analysis of half-hour syndicated films according to the amount of air time given each type produces the following table:

Adventure-Mystery	**38.0%**
Children's	**0.8**
Comedy	**11.0**
Documentary	**1.5**
Dramatic	**17.0**
Educational	**0.7**
Interview	**0.1**
Musical	**7.8**
News-Commentary	**0.9**
Quiz-Panel	**1.8**
Religious	**0.5**
Sports	**6.9**
Travel	**0.2**
Western	**12.4**
Women's	**0.4**

Admittedly, that arbitrary classification of tv program types is not particularly suited to half-hour film shows. Most news programs, for example, are daily quarter-hours rather than weekly half-hour programs. The list seems, however, to achieve its purpose of showing how these half-hour syndicated programs fit into television's overall program structure.

A different way to analyze these program types is by their sponsorship by types of advertisers. This is attempted in the table above, which shows for each type of program the percentage of time utilized by each type of commercial sponsor and what part is unsponsored.

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ICHITA and the MILLION in a BILLION-DOLLAR, 42-COUNTY MARKET

LOVE THAT KAKE MAN!

The KAKE MAN Sells Kansas

"NEWSREEL"
Guy Runnion

Rating	18.2
Station "B"	5.9
Station "C"	13.2

"OPEN HOUSE"
Ethel Jane King

Rating	8.4
Station "B"	7.5
Station "C"	6.4

"WEATHER SCOPE"
John Froome

Rating	16.8
Station "B"	5.5
Station "C"	10.0

"DEPUTY DUSTY"
Dusty Herring

Rating	12.5
Station "B"	5.2
Station "C"	12.2

"STOP THE MUSIC"
Bert Parks

Rating	20.0
Station "B"	7.8
Station "C"	19.5

"NEWS"
John Daly

Rating	16.8
Station "B"	2.3
Station "C"	2.7

"WHAT'S THE SCORE"
Jack Miller

Rating	16.8
Station "B"	5.5
Station "C"	10.0

"KUKLA FRAN and OLLIE"

Rating	12.3
Station "B"	1.8
Station "C"	5.5

COMPLETE LOCAL ACCEPTANCE!

38 LOCAL ADVERTISERS SOLD

18½ HOURS PER WEEK IN THE FIRST FOUR WEEKS OF OPERATION

KANSAS GREATEST POWER (316,000 WATTS)

KANSAS HIGHEST TOWER (1079 FEET)

KAKE-TV HAS ONLY ONE RATE CARD
SEE THE KAKE-MAN TODAY AT . . .

GEORGE P. HOLLINGBERY CO.,
National Representative

From the very first day (Oct. 19, 1954) the ARB TELEVISION REPORT shows that Wichita and the Million in the Billion-Dollar, 42-County Market "LOVE THAT KAKE MAN." Wichita's only VHF station with Complete Studio Facilities and Production Imagination that SELLS the Heart of the Kansas Market.

DON WALDRON
Regional Sales Manager

MARTIN UMANSKY
General Manager

BRYCE BENEDICT
Local Sales Manager

KAKE-TV *Channel* 10

204 NORTH WACO
WICHITA, KANSAS
AMherst 7-1239

WICHITA—LARGEST CITY IN KANSAS

TV FILM EMPLOYMENT

IT'S GOING UP FROM COAST TO COAST, SCREEN ACTORS REPORT

By Leo Kovner

FROM HOLLYWOOD, where on a clear day a trend can be spotted at quite a distance, comes an indication of tv film's growing importance to the acting industry.

The Screen Actors Guild, representing all film actors, has completed its first survey among members to determine how much work tv film provides them, as contrasted to theatrical pictures.

Results show conclusively both a major increase in tv film production and the growing part it plays in the income of the acting profession. They also show a notable increase in all motion picture production, both tv and theatrical.

Questionnaires covering the past 18 months were sent to SAG members last June, with actors requested to break down their days of employment into theatrical feature, tv entertainment film, tv film commercial and other (religious, educational, industrial) motion picture production categories. The survey was confined to film work only, Guild spokesmen emphasize.

Although membership throughout the nation was queried, with most motion picture production concentrated in Southern California, the tabulated replies of the Hollywood SAG branch gain special significance.

In short, these show that a steady increase in tv film production now provides those Hollywood SAG members earning to $7,500 annually—a group which comprises 70% of total Guild membership—with 46% of their professional employment, when a year ago only 38% of their working hours were spent in video film.

Of 3,910 Class A (senior) members, earning to $7,500 yearly, 1,192 returned the questionnaires. Of these, 156 members stated they had not worked in any picture during the 18-month period. However, the remaining 1,036 actors reported a total of 4,036 days spent in tv entertainment film production and 380 days employment on tv commercials during the first half of 1954, compared with 3,094 days of tv entertainment film and 226 days of tv commercial work during the identical 1953 period.

At the same time, theatrical film employment rose from 5,096 days during the first six months of 1953 to 5,570 days in the same 1954 period, while educational and other film employment fell from 437 days during July-December 1953 to 395 days in January-June 1954.

Over the 18-month period, these 1,036 Hollywood actors totaled 28,214 days of employment in all fields, averaging a little over 27 days of work per actor. However, 78 respondents actually worked only one day during that time.

With a smaller membership in New York, 331 replies, or 24%, were received by SAG headquarters from 1,376 questionnaires mailed to senior members. Of these, 56 reported no picture work during the 18 months. However, the remaining 275 actors worked 858 days in tv entertainment films and 464 days on tv commercials during the first six months of 1954 compared with 343 days of theatrical picture employment. Fig-

THE DAYS ACTORS WORK IN FILM PRODUCTION

Income to $7,500 annually [70% of Class A (Senior) membership]

	TELEVISION Days Worked During				NON-TV Days Worked During		
	Jan.-June 1954	Jan.-June 1953	July-Dec. 1953		Jan.-June 1954	Jan.-June 1953	July-Dec. 1953
HOLLYWOOD							
(3,910 Questionnaires Mailed—1,192 Replies—156 No Picture Work)							
Tv Entertainment	4,306	3,094	3,119	Theatrical Film	5,570	5,096	4,990
Tv Commercials	380	226	293	Other (Educational, Industrial, Religious)	395	307	437
Total	4,686	3,320	3,412	Total	5,965	5,403	5,427
NEW YORK							
(1,376 Questionnaires Mailed—331 Replies—56 No Picture Work)							
Tv Entertainment	858	397	954	Theatrical Film	343	196	483
Tv Commercials	464	289	365	Other	429	291	401
Total	1,322	686	1,319	Total	772	487	884
OTHER CITIES*							
(599 Questionnaires Mailed—115 Replies—34 No Picture Work)							
Tv Entertainment	39	42	33	Theatrical Film	6	91	75
Tv Commercials	181	188	192	Other	373	244	319
Total	220	230	225	Total	379	335	394
For SAG Members Earning $7,500 - $15,000 Annually							
HOLLYWOOD							
(133 Replies—22 No Picture Work)							
Tv Entertainment	774	918	725	Theatrical Film	1,144	2,667	2,333
Tv Commercials	70	96	79	Other	79	62	58
Total	844	1,014	804	Total	1,223	2,729	2,391

(Other city returns not statistically important)

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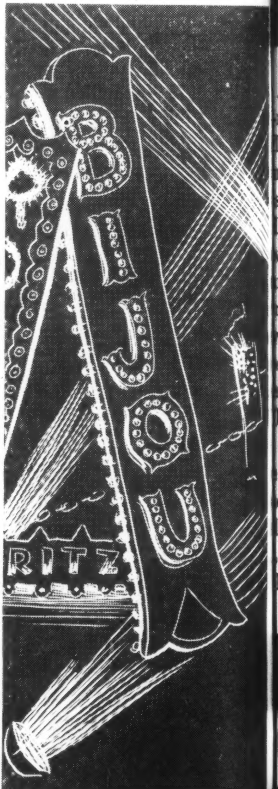
* Boston, Chicago, Cincinnati, Cleveland, Detroit, Pittsburgh, San Francisco



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TELEVISION
DIRECTORS ASSOCIATION
TROPHY
FOR
TELEVISION REPORTING
AWARDED BY THE
WRAP-TV
WBZ-TV

WBZ-TV wins top TV award presented by Radio-TV News Directors' Association in 1954!

. . for the outstanding special event or news feature televised in 1954 . . .”
minute documentary hurricane film, *The Stories of Carol and Edna.*

The people of New England evidently share the feeling of the Awards Committee.
r news shows have long been among the most talked about television features in
s area. WBZ-TV devotes 14% of its air time to news programming!

Local news attracts viewers . . . news about the home town, the neighboring
n, the nearby state. That's why 27 correspondents cover Massachusetts, New
mpshire, Vermont, Maine and Rhode Island for WBZ-TV. That's why we run
many as 248 local news film clips in just one month . . . presented by well known
w England newscasters such as Jack Chase (*New England Today* and *News at
on*), Victor Best (*Your Esso Reporter*), Arch Macdonald (*Shawmut Nightly
wsteller*) and John Day (*11th Hour News*).

The big news on YOUR channel is what this alert WBZ-TV programming can
for you with New England's biggest audience. In the Boston area alone, there
more than 1,000,000 sets. (Within our entire coverage area, 1,239,424 sets.)
ere are still a few availabilities on *New England Today* and *News at Noon* as
l as on week-end programs. Call Herb Masse, WBZ-TV Sales Manager, at
gonquin 4-5670, Boston, or Eldon Campbell, WBC National Sales Manager
PLaza 1-2700, New York.

WBZ·TV

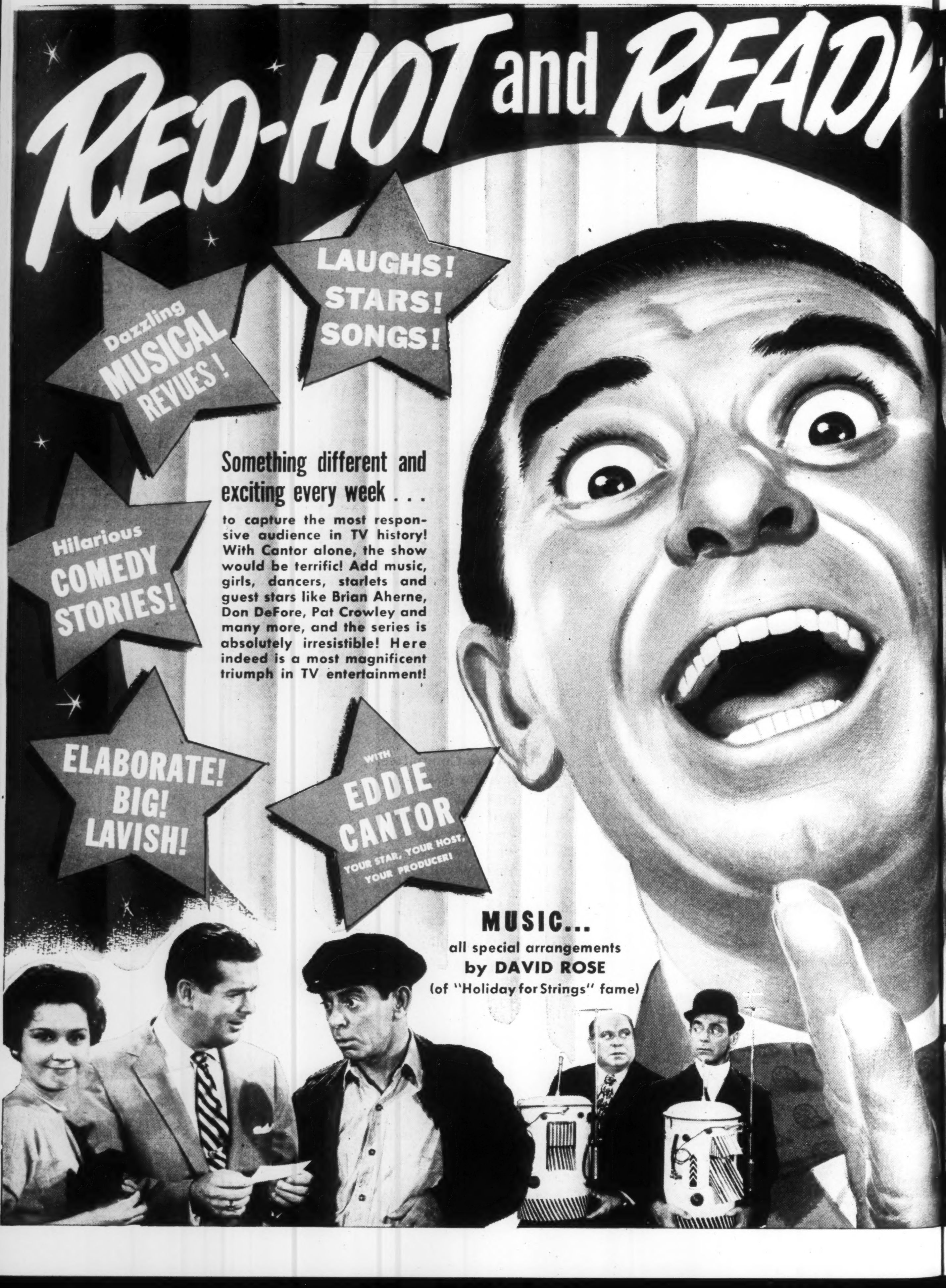
CHANNEL 4 • BOSTON

WESTINGHOUSE BROADCASTING COMPANY, INC.

WBZ-TV • **WBZ+WBZA**, *Boston;* **KYW** • **WPTZ**, *Philadelphia;* **KDKA**, *Pittsburgh;* **WOWO**, *Fort Wayne;* **KEX**, *Portland;* **KPIX**, *San Francisco*

WBC National Representatives—FREE & PETERS, INC.; KPIX Represented by THE KATZ AGENCY, INC.

RED-HOT and READY


Dazzling
MUSICAL
REVUES!
LAUGHS!
STARS!
SONGS!
Hilarious
COMEDY
STORIES!
ELABORATE!
BIG!
LAVISH!
WITH
EDDIE
CANTOR
YOUR STAR, YOUR HOST, YOUR PRODUCER!

Something different and exciting every week . . .

to capture the most responsive audience in TV history! With Cantor alone, the show would be terrific! Add music, girls, dancers, starlets and guest stars like Brian Aherne, Don DeFore, Pat Crowley and many more, and the series is absolutely irresistible! Here indeed is a most magnificent triumph in TV entertainment!

MUSIC...
all special arrangements
by DAVID ROSE
(of "Holiday for Strings" fame)

o make sales sizzle for you!

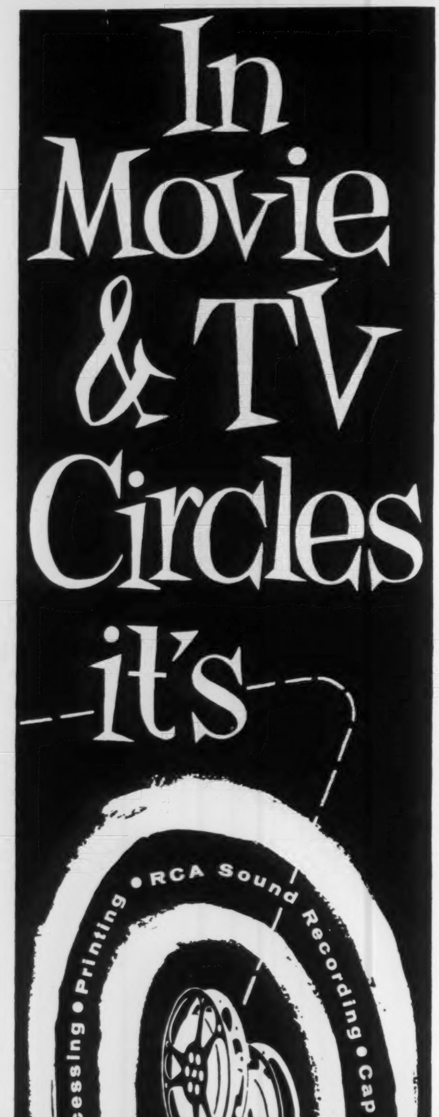
ZIV's

GLORIOUS NEW TV EXTRAVAGANZA

"THE EDDIE CANTOR COMEDY THEATRE"

HURRY! Capitalize on the Cantor name and fame *NOW* before your market is closed.

ZIV TELEVISION


In Movie & TV Circles it's

Editing • Processing • Printing • RCA Sound Recording • Capital Film Studios

CAPITAL FILM LABS, INC.

Formerly McGeary-Smith

1905 Fairview Ave., N.E.,
Washington 2, D.C.

ures for the first half of 1953 show 397 days of tv entertainment film and 289 days of tv film commercial work, against 196 days in theatrical motion picture production. Other film employment rose from 401 days during the second six months of 1953 to 429 days in January-June 1954.

The trend toward more tv film work is reversed among higher paid actors in Hollywood, the survey shows. In the group earning from $7,500 to $15,000 annually, after elimination of 22 replies reporting no film work during the 18 months, the remaining 111 answers reveal 774 days of employment on tv entertainment films and 70 days on tv film commercials during the first half of 1954. During the first half of 1953, employment reached 918 days in tv entertainment film and 96 days of tv film commercial work. Theatrical feature work also declined, from 2,667 days in the first half of 1953 to 1,144 days during the like 1954 period, while other film work in this income grouping increased from 62 days to 79 days.

Despite the decline in hours worked, the percentage of tv hours rose from 27% during the first half of 1953 to 33% in the first six months of 1954 in this SAG income bracket.

Among members earning from $15,000 to $25,000 annually, tv film provides only 24% of working days in Hollywood, with an even more rapid decline among actors earning over $25,000 annually.

This data does not indicate a general rise in tv film acting income, Screen Actors Guild cautions. While the survey did not touch on dollar earnings, from personal conversations with members, Guild executives find the average actor earns less in tv motion pictures than while working on theatrical features. SAG attributes this to several reasons.

While Guild minimums are identical in both tv and theatrical film, actors who can demand above-scale compensation in theatrical pictures will accept the Guild minimum, or, at any rate, a lesser sum than their feature film demands, in tv entertainment films, union spokesmen state.

Also, "radio thinking" has invaded the tv field and is responsible, in large part, for lower income levels among video actors, SAG feels. In radio, the Guild points out, minimum pay scales set by the American Federation of Tv & Radio Artists tend to become maximums. SAG hopes to establish "sliding scales" in future negotiations with tv film producers to counter this tendency. These proposed scales would set at least three categories of minimums for tv entertainment films with compensation for actors based on the number of lines spoken and the importance of the part.

While the Guild notes that actors in tv entertainment film earn comparatively less money than in theatrical motion pictures, they add that in the lucrative field of filmed tv commercials, most income is concentrated among singers and announcers, also SAG members.

At present, residual payments do not take up the slack between tv film earnings and higher compensation from theatrical feature employment, SAG states, although admitting the additional payment program has been in effect only 10 months. However, in forthcoming tv film negotiations with producers, the guild intends to press for rerun payments starting with the second re-run of the tv entertainment films, instead of with the third showing as the current contract provides, to augment income of the tv film actor. What figure will be asked for second-run residuals has not been disclosed by Screen Actors Guild executives.

film maker

ONE movie fan who made his hobby pay off is Chester Howard Glassley. Starting in 1936 with an 8mm movie camera and projector with which to record vacation trips, he progressed to winning first prize from Amateur Camera League, New York, in 1940. This marked the first time an 8mm movie ever received the prize.

MR. GLASSLEY

Much happened, however, before Chet Glassley joined Five Star Productions Inc., Hollywood, of which he has been president since May 1954.

Born in South Whitley, Ind., April 7, 1906, he moved to Dallas at the age of 4 and lived there until 1942. After graduating from the U. of Texas in 1928 with a business administration major, he worked for a bank, Ford Motor and an electrical utility company as part of a geo-physical crew exploring for oil in East Texas. He joined Stanley W. Foran, Dallas advertising agency, in 1936 as head of production and space buyer.

Four years later he produced his prize-winning "The Will and the Way." After a review described it as having "the Capra touch," Frank Capra, then at Warner Bros., wrote Mr. Glassley asking to see the film. Shortly thereafter, on a vacation, he showed his film to the producer who arranged to have it screened before the Motion Picture Academy of Arts and Sciences.

In the audience was Arch Obler, who contacted Mr. Glassley for the film rights, intending to combine it with one of his radio scripts for a feature film. But, Pearl Harbor intervened. Early in 1942 Mr. Glassley joined the Navy.

When the carrier, *U.S.S. Shangri-La*, put him ashore in California in February 1946, Lt. Glassley gave himself a year to make good. After making the rounds he met Harry Wayne McMahan, then Five Star president and now vice president of McCann-Erickson. Mr. Glassley joined Five Star as a script writer and production assistant in February 1947.

Five Star numbers among its major accounts W. A. Sheaffer Pen Co., Maybelline Co., Pet Milk, Grand Prize beer, Del Monte foods, Tea Council, Standard Oil and Raleigh cigarettes. The firm has received many awards; latest: Sylvania Award for creative effort for commercials (Sheaffer Pen).

To a TV sales manager who's blowing his top

PATRICIA MORISON

GINNY SIMMS

TONY PASTOR

NAT "KING" COLE

JUNE HUTTON

FLORIAN ZABACH

If failure to land sponsors makes you flip your lid, Studio Telescriptions will take your time off sustaining.

Nothing draws sponsors like the high ratings and low costs of programs built with Studio Telescriptions. With the Studio Telescription Library you can offer your clients the nation's top musical artists on film, in lavish production settings, in a variety of lively program formats . . . all without the usual high production and talent costs.

To help you make sales fast, Studio Films provides a complete sales and merchandising service with your library. Find out today how Studio Telescriptions can attract new sponsors to your station.

STUDIO FILMS, INC.

380 MADISON AVENUE • NEW YORK 17, N. Y. • OXFORD 7-2590

SF

IN CANADA: ALL-CANADA TELEVISION, 80 RICHMOND ST. WEST, TORONTO, ONT., EMPIRE 6-923

TV'S PUPPET SALESMEN

GLOBAL TELEFILMS' WINSOME PUPPETS FROM BAVARIA MAKE SELLING COMMERCIALS FOR U.S. ADVERTISERS

By Patricia Kielty

A NUMBER of agile, ingratiating little people, life-like and charged with personality and salesmanship, are making their way into national and regional film commercial spots on television. They convincingly stage a boy-meets-girl sequence after boy grooms his hair properly with Brylcreem, sing the praises of National shoes, extol the creamy richness of Jane Logan and Abbotts ice creams, recite in song the wonder of the Picope toothbrush, and spread appetizing news about Ronzoni food products.

These little people appear as American as the commercial concept itself. Their flawless English would never betray that actually they are Bavarian puppets from Munich, Germany.

Their appearance on America's telesets can be traced to an idea that was conceived some three and a half years ago. WOV New York, an outlet which places heavy emphasis on Italian-language programs, maintains studios in Rome as a source of transcribed broadcasts of interest to the large Italian-speaking population of New York. The craftsmanship and quality of puppets created by a German film company in Munich was noticed by WOV staffers in Rome. They passed the word along to Arnold Hartley, WOV vice president and program director, as a potential source for the production of tv film commercials, and Mr. Hartley in turn discussed the matter with the two other principals of WOV, Richard E. O'Dea, president, and Ralph N. Weil, general manager and executive vice president.

"At that time," Mr. Weil told B•T, "the puppet firm in Munich which had attracted Mr. Hartley's attention was shooting film for theatre showing only. The head of the company was about to retire and his film business was up for sale. We looked at some sample films and decided the quality of the puppet work plus the need for clever commercial material spelled a sound investment."

The WOV owners, all seasoned radio broadcasters, felt it essential to supplement their business interest in the property they were about to acquire with the know-how of someone experienced in the film business who would act as technical head of the new operation. The man who joined the WOV threesome in that capacity was William L. Snyder, an American importer of foreign films. Together, Messrs. O'Dea, Weil, Hartley and Snyder formed Global Telefilms Inc., with executive offices in New York and production headquarters in Munich.

Since the purchase of the foreign company, now making film commercials with a different twist for American consumption, Global has produced spots for six different advertisers "and we haven't had a complaint yet," Mr. Weil stated. He feels that Global has attracted these clients for three specific reasons: quality film with "painstaking attention paid to detail and agency suggestions, the puppet's versatility which enables it to be used alone or as a supplement for live-action or animation and reasonable price in the light of soaring tv production costs.

Global shoots spots—all in 35mm—up to one-minute in length. "We recommend that advertisers order one-minute commercials," Mr. Weil commented, "because it's to their advantage. A client can always excerpt a portion of a one-minute spot for a 20-second break if that's necessary."

In reply to B•T's question on the specific cost of Global's production, Mr. Weil explained that a one-minute spot of complete motion runs "in the neighborhood of $4,500." This price quotation includes three puppets created to agency story-board specification, their costumes, their motion, the set and lip synchronization. The cost of a 20-second spot is $2,500, "so you see it's to the financial advantage of the advertiser to have one-minute commercials made, too," Mr. Weil added. "They are less expensive in the long run and more satisfactory."

In regard to color, he estimated that on the basis of three experimental color spots filmed by the company, costs will run about 25% higher than in black-and-white.

The entire price structure of Global is "highly competitive," Mr. Weil pointed out. One-minute spots of domestic origin using the stop-motion technique with only one puppet can go "to $10,000 and sometimes over that," he said.

As production director of Global and liaison for the firm between New York and Munich, it was Mr. Snyder who explained the intricate process of puppet-making in stop motion. Puppets fall into three distinct categories: the hand puppet, manipulated by hand motion from beneath the figure as illustrated by Burr Tillstrom's Kukla and Ollie, who have delighted tv audiences in their performances with Fran Allison; the string puppet, such as Howdy Doody, moved about his set from above by the use of strings, and the stop-motion puppet "who moves by magic, which in the film business is a synonym for hard work," Mr. Snyder says.

A stop-motion puppet is actually a three-dimensional doll, Mr. Snyder explained. In spite of the high costs and technical problems which stop-motion puppets present, as opposed to hand and string puppets which are easily constructed and not as costly, they are ideal for film commercial use "because their very existence depends on film." An audience can watch hand and string puppets on a stage—"live," so to speak—but the

memo from Ed Hochhauser Jr.

THERE'S ONLY ONE REAL TV PRODUCTION MUSIC TRANSCRIPTION LIBRARY AND ONLY APS HAS IT!

CONTENTS:........321 different specially arranged selections laterally recorded on 16 inch cherry red virgin vinylite.

ARTISTS:.......... The very finest.

PRICE:............$19.50 per month, minimum one year contract.

Auditions, catalog: ....Yours on request.

"the library that pays for itself"

APS Associated Program Service
(A division of Muzak Corporation)
221 Fourth Ave., New York 3, N. Y. • ORchard 4-7400

THIS bell-bodied puppet carries out the "ring the bell" theme of the National Shoes jingle used in all commercials.

stop-motion puppet as he comes to life in a one-minute commercial framework is really a series of photographs. Every flick of an eyelash, twist of the wrist, nod of the head or step means a new picture or more.

The stop-motion puppet is a complex little character, born of mathematics as well as artistry. Mr. Snyder, explaining the puppet's lithe movements, stated the film-maker brings an inanimate object to life by multiplying 90 by 16, in the following way:

"In 35mm film, there are 16 frames to a foot. Ninety feet of film go into a one-minute commercial. When you multiply 90 by 16 you arrive at 1,440—the minimum number of separate set-ups or single clicks of a camera required for a one-minute spot. And that takes into consideration only one puppet. In the same scene, maybe another little guy off in left field is throwing a ball or jumping rope with a friend. It's the coordination of all movement that's the big thing." Mr. Snyder believes that Global's production personnel does a remarkable job in this respect.

In Munich a staff of 10 artists and puppet-makers sees to it that the puppets they create in stop-motion all but live and breathe. When asked if the same method is used in giving mobility to the face of each puppet as is employed in body motion, Mr. Snyder said frankly he was not in a position to say. "On this point I have been committed to secrecy. The facial movement of our puppets, particularly with regard to lip sync action, is top secret. Not even all 10 of the people working for us in Munich know how this is done."

Typical of the way in which films are produced by Global is the assignment handled by the film firm for National Shoes, a retail shoe store chain with 110 shops throughout New York, New Jersey, Connecticut and Massachusetts. When National entered tv about five years ago it made the move as a veteran radio advertiser which had increased sales volume year after year with a catchy radio jingle appealing to the listener's desire to be well dressed. National's decision to use television was prompted by its past success with radio and a plan to add visual impact to its already-established aural trademark, according to Milton Gut-

if

you

must use

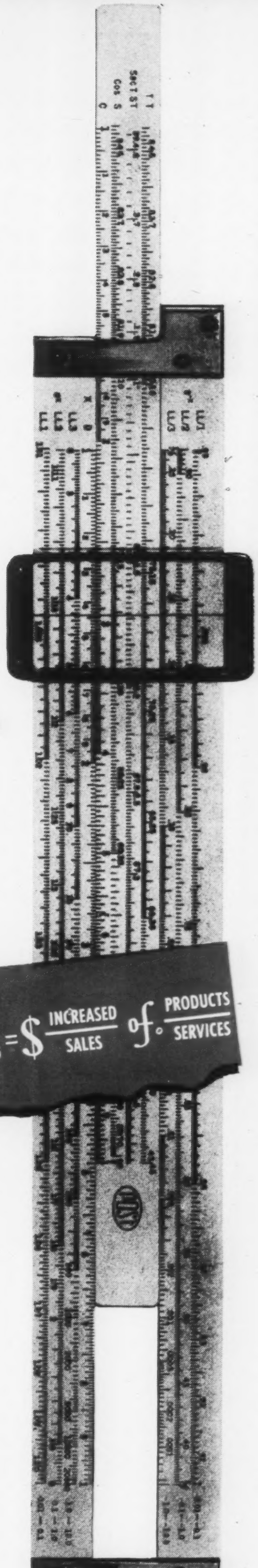
a

slide rule

to buy

radio...

you still get the same answer
in the Oklahoma City market that
the boys at the head of the class*
came up with a long time ago:



KOMA + 50,000 W + CBS = {BETTER PROGRAMMING / BIGGER AUDIENCE} + KOMA MERCHANDISING = $ INCREASED SALES of PRODUCTS / SERVICES

or
the best radio buy
in Oklahoma City is:

koma

50,000 WATTS • CBS-RADIO
AFFILIATED MANAGEMENT KWTV
REPRESENTED BY AVERY-KNODEL, INC.

EDGAR T. BELL, EXECUTIVE VICE PRESIDENT
GENE RIESEN, SALES MANAGER

* The boys at the head of the class, bless 'em, turned out to be the smartest time buyers—anywhere!

? ? ?
HOW
VALUABLE
IS YOUR TIME
? ? ?

FILMS

If you've ever tried to find appropriate, cleared TV music in a hurry, you know what a headache it is—it's like finding a needle in a haystack. It's darn expensive and time consuming too.

APS has the only real TV Production Music Transcription Library—every selection (a total of 321 of them), carefully coded and indexed in a specially designed catalog—"the works" priced at only $19.50 a month on a minimum one year contract.

Audition samples and a copy of the APS TV Production Music Library catalog are yours in a hurry. Phone, wire or write today.

APS "the library that pays for itself"
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LOS ANGELES • NEW YORK
904 N. La Cienega • 630 Ninth Ave.
BR 2-7825 • JU 6-1030

FASTER, SAFER, LESS COSTLY...
Because It's More Efficient!

tenplan, vice president of Emil Mogul Co., New York, the agency which has handled the National account for 14 years.

To date, Global has made three spots for National, each using the same three puppets who sing the jingle on one spot "for all smart children," on the second "for all smart 'Debbies' " and on the last of the three "for all smart women" who want to dress well, depending on the age group National wishes to reach in a specified time period. The same puppets are used in all three commercials with only a word change to alter the message. The sets are different, however, and with the change of set, Mr. Guttenplan believes that the puppets seemingly change too.

All three spots are 20 seconds in length, despite Global's preference for one-minute films. The length, Mr. Guttenplan explained, was determined exclusively by the jingle. "Promoting the jingle was and still is our chief aim." The spots were made a year and a half ago and are still in constant use by National in what Louis Freed, president of the shoe chain, thinks is "an effective visual framework for the jingle which has played a large part in building our shoe business."

From the conference table at Emil Mogul's through production of the films up to the on-the-air date took about two months, Mr. Guttenplan recalls. He mentioned that "in reality Munich is not so far away. It would take that long—possibly longer—to shoot films of this quality right here in the States."

In the planning stages of the new stop-motion films, Mr. Guttenplan remembers that after a lengthy search for a doll representing the type of puppet which National had in mind, the hunt was terminated right in the shoe company's own back yard. National's window display manager had been working with a doll which he intended to use in his department. It was that doll which served as the pattern for the National puppet, now as familiar to tv viewers in the greater New York area as the jingle has been for years on radio.

Four men from the Mogul organization worked directly on the puppet film project. The story boards, detailed drawings of puppet action, position and set and costume suggestions, were drawn up by William Jacoby, vice president and agency art director. Production on the films was supervised by Nat B. Eisenberg, Mogul's radio and television production director. Copy was handled by Myron Mahler, creative director, who composed the singing commercial for National when the firm's radio campaign was launched in 1940. The entire project was under the overall direction of Mr. Guttenplan, who has handled the account since he joined Emil Mogul six years ago.

When the story boards were completed they were sent on to Munich, where the puppets were made and recorded on film in the stop-motion technique described by Mr. Snyder. Throughout the puppets' creation, photographs were submitted to Emil Mogul to check each scene as it neared completion. These photographs served as a substitute for so-called "rush" prints. Corrections, if they were necessary, were made from the pictures. "It saved time and money to catch an occasional error through photographs rather than wait until an entire rush film could be delivered," Mr. Jacoby said.

Along with the story board, a sound track of National's jingles was sent to Munich to properly coordinate lip and song. The story board contained suggested positions for the puppets in relation to the copy as they danced out and sang the jingle. "A minor musical alteration solved what we thought might turn into a big problem," Mr. Mahler told B•T, "when we realized that a second of video had to both precede and follow the musical portion. Our jingle was a perfect 20-second spot. Luckily there were 2 seconds of introductory music at the top of the tune. They were cut and we had a perfect time length without disturbing the text of the jingle."

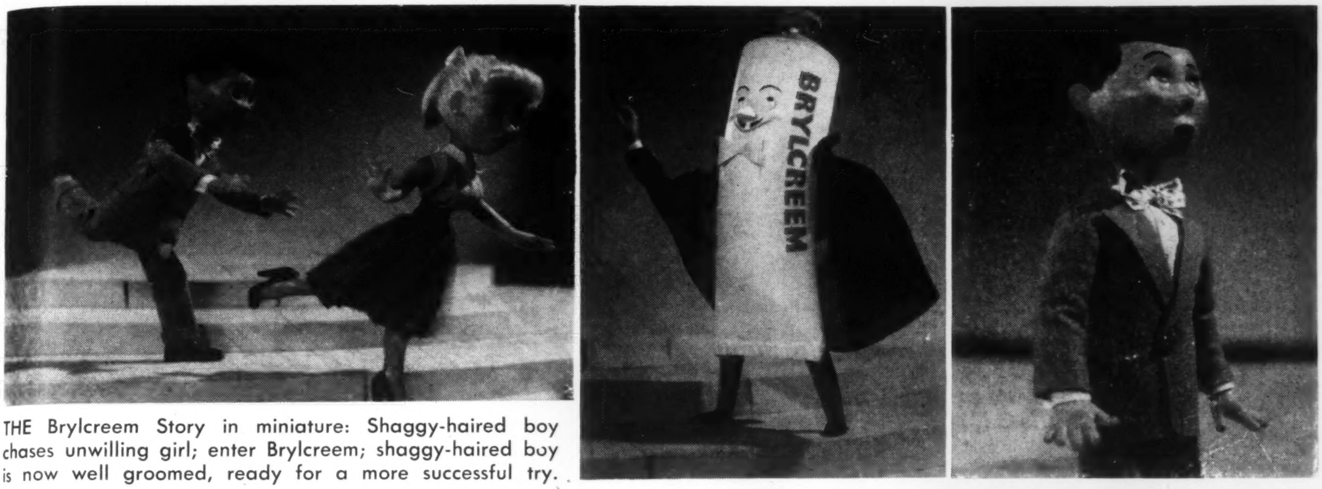
In terms of style, each of National's three commercials is a miniature ballet. The puppets' action along with the set changes also help to make them appear different, Mr. Guttenplan believes. In the "kiddie" commercial, "child" puppets in a playground act out the sequence. Their props are sliding boards and teeter-totters which in reality are youngsters' patent leather shoes. To promote co-ed footwear, the puppets take on a teen-age appearance as they dance on a turntable set. The fountain in front of New York's Hotel Plaza served as the setting for the women's shoe commercial in which the puppets do a somewhat more "classic" ballet. Mr. Eisenberg, commenting on Global's minute attention to detail, said that "the set was re-created from a photograph of the New York scene right down to the cracks in the sidewalk."

National, whose shoes range in price from $2.99 to $4.99 per pair, places a "sizable" portion of its advertising budget in the broadcasting media because of the mass audience which radio-tv afford the advertiser. Mr. Guttenplan said his client is "most pleased" with the results of the puppet films. "In addition to accomplishing what we set out to do in tv, we have added considerable entertainment value to our jingle," Mr. Guttenplan said. "And," he added, "we find that these films have a fine remembrance quality. They retain their interest."

Emil Mogul has been so impressed with the puppet technique used at Global that the agency is encouraging other clients to go into puppet films. Last summer, a 20-second commercial was completed for Ronzoni Macaroni Co., a spot advertiser in the New York market. The film is extended to a one-minute commercial with a live action segment featuring Arleyne Grey who has been doing Ronzoni commercials on radio for four years and for the past year on tv as well. Again, the purpose of using tv for Ronzoni was to dramatize the company's radio jingle.

A clever twist has been used in the Ronzoni case to produce a close relationship between the puppet and the live action techniques. The "star" of the puppet portion bears a striking resemblance to Miss Grey who appears later in the live segment. Mr. Guttenplan said that this particular puppet had been fashioned from a photograph of Miss Grey which was sent to Munich to assure as great a facial similarity as possible.

A spot film for Pycope toothbrush was



THE Brylcreem Story in miniature: Shaggy-haired boy chases unwilling girl; enter Brylcreem; shaggy-haired boy is now well groomed, ready for a more successful try.

ordered from Global by Cecil & Presbrey about a year ago. In this instance, production varied in that the puppet film was made not from a story board but from an actual animated commercial which Pycope had been using and which had stimulated "a sharp increase in sales" for the product from the time it went on the air, according to Arch Foster, who at that time handled the account for C & P. The commercial was used in a hitch-hike position on a number of network shows being sponsored by Amm-i-dent which included *Blind Date*, *Name That Tune* and *Danger*. The decision to have the puppet film made was based on what the agency considered a necessity "to freshen up" the animated film.

In one respect, Mr. Foster pointed out, the decision was in error. Techniques used in animation and puppet commercials are so very different that "you can only do puppets justice by starting from scratch," he said. "Had we used a story board as a point of departure, rather than a film, the puppets would have had more freedom."

Brylcreem, another Global client, has been in tv about three years on a national spot basis. John P. Atherton of Atherton & Currier, New York, which handles the Brylcreem account, told B•T that "Brylcreem used a number of tv techniques before it went into puppet films as a somewhat different way of getting our jingle and sales message across." The puppet film for Brylcreem currently is being used in five markets. It is a 12-second spot supplemented by live action. Its strongest appeal, Mr. Atherton stated, lies in the fact that "it lends considerable believability to the live portion of the spot and to the copy as well."

Currently in the works at Global are three spots for Robert Hall Clothes Inc., retail clothing chain. "We are working on production details now with Frank B. Sawdon [the New York Agency for Robert Hall]. In a week or so, they will be completed. At the moment we know only that the films will be in black-and-white," Mr. Weil said. "And," he added, "when they are completed they will be put on the air in a national spot campaign."

Your rating is only as good as your WELCOME

It's the parents who control the tv dials these days. That's why the shows leaping ahead in the ratings are those which combine SOLID ENTERTAINMENT with FAMILY ACCEPTANCE. Here are two syndicated shows that are making rating records by earning the welcome of viewers — whole family groups of them.

26 Half-Hour Plays
THE *Amazing Tales of*
HANS CHRISTIAN ANDERSEN
"A refreshing breeze in the television air."
...SAN FRANCISCO EXAMINER

The Talk of the Airwaves!
Perfect for 'any length, any time' programming...
THE LITTLE RASCALS
Filmland's famous comics ... the world's heartiest laughter!

Interstate
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PLaza 7-3070

CHICAGO: 1250 S. Wabash
WAbash 2-7937

HOLLYWOOD: 4376 Sunset Drive
NOrmandy 2-9181

NOW! the new Gray telop III

Eliminates extra manpower requirements

opaque and transparency projector

REMOTE OR LOCAL CONTROL CHECK THESE NEW FEATURES

- Completely automatic . . . utilizing features contained in the now famous Telop and Telojector . . . Slides change by push button control.
- Sequence of up to 50 slides can be handled at one loading . . . additional pre-loaded slide holders easily inserted in unit.
- Remote control of lap dissolves . . . superposition of two slides . . . and slide changes.
- Shutter type dimming permits fades without variation of color temperature . . . opaque copy cooled by heat filters and adequate blowers . . . assembly movable on base which permits easy focus of image.

SCREEN OUT HIGH PRODUCTION COSTS FOR LOCAL SPONSORS

Telop III by the elimination of extra manpower assures the production and projection of low-cost commercials that local sponsors can afford. It can be used with any TV camera including the new Vidicon camera. Telop III projects on single optical axis opaque cards, photographs, art work, transparent 3¼" x 4" glass slides, strip material, and 2" x 2" transparencies when Telojector is used with optical channel provided. Telop III eliminates costly film strips and expensive live talent.

WRITE FOR: Illustrated bulletin describing Telop III specifications. Your request will receive prompt response.

Telop III . . . interior view of automatic slide holder which accommodates 4" x 5" opaque slides . . . One lens . . . no registration problem . . . no keystoning.

GRAY RESEARCH

AND DEVELOPMENT CO., Inc., Hilliard St., Manchester, Conn.
Division of the GRAY MANUFACTURING COMPANY
Originators of the Gray Telephone Pay Station and the Gray Audograph and PhonAudograph.

(A&A continued from page 37)

Churches Sponsor Cagers

A GROUP of churches has turned sponsors at WMIQ Iron Mountain, Mich., to sell the "Religion in American Life" theme outlined in a current Advertising Council campaign, it was learned last week.

The novel venture got underway Dec. 3 with the first in a series of basketball broadcasts sponsored by 15 non-sectarian churches in that area on a sort of religious-institutional basis. Plans were revealed by William C. Johnson, commercial manager, and Conrad Nelson, sports director of the station.

Envelopes were distributed in church pews soliciting voluntary contributions to finance the broadcasts. The "commercials" which tell listeners to "worship together this week" are devoid of any preachments, it was reported. Material was supplied by the Advertising Council, Chicago, at Mr. Johnson's request.

Other stations in the area reportedly have shown interest in the project as well. The basketball games cover teams in Iron Mountain, Kingsford and Norway, all Michigan, and in Niagara, Wisconsin.

The idea reportedly grew out of a situation some seasons back when a brewery sponsored the contests (presumably high school) and drew protests from a local minister. Recalling his chance remark that churches would be better sponsors than a beer concern for the moral welfare of youth, the station got the churches to band together in a pool effort.

M-G-M Buys Dec. Schedule On Blair Saturation Group

CONTRACT, covering a schedule for the month of December, with the National Saturation Group, radio stations represented by John Blair & Co., New York, was signed last week by M-G-M. The contract was negotiated by Evelyn Jones, Donahue & Co., and Bill Tilenius of Blair.

The Blair saturation plan offers the advertiser 24 participations weekly on each of the stations it represents. M-G-M plans to use the schedule to promote its new musical, "Deep in My Heart."

NEW BUSINESS

Anheuser-Busch Inc., St. Louis, through D'Arcy Adv., same city, has signed for co-sponsorship of *Sports Today With Bill Stern,* ABC Radio (Mon.-Fri., 6:30-6:45 p.m. EST), on alternate day basis, starting today (Mon.). Other sponsor is Allstate Insurance Co., Chicago [AT DEADLINE, Dec. 6].

Gordon Baking Co., Detroit, will sponsor telecast of Burr Tilstrom adaptation of James Thurber fairytale, "Many Moons," on ABC-TV's WBKB (TV) Chicago, WABC-TV New York and WXYZ-TV Detroit outlets on Christmas Day (6-7 p.m. EST). Program available for local sponsorship in other markets. Agency for Gordon Baking: D'Arcy Adv., Detroit.

R. J. Reynolds Tobacco Co. (Winston cigarettes), Winston-Salem, N. C., signs for new film series, *The Bob Cummings Show* (Sun., 10:30-11 p.m. EST) on NBC-TV effective Jan. 2, re-

Q-Tip Sales Corp., Long Island City, N. Y., will sponsor *Mary Margaret McBride* (Mon.-Tues., 10-10:45 a.m. EST) on NBC Radio, effective Jan. 31 [B•T, Nov. 29]. Agency: Lawrence C. Gumbinner Adv., N. Y.

A&A PEOPLE

Maurice Blond, merchandise manager, Katz Drug Co., Kansas City, Mo., elected vice president and general merchandise manager; **Marvin Katz,** special promotion director, elected vice president and promotional director; **O. J. Erickson** elected secretary and accounting manager.

E. K. Foster, vice president and administration committee member, Bendix Aviation Corp., Detroit, named group executive in charge radio div., tv & broadcast receiver div., York div. and Cincinnati div.; **Howard Walker,** plant manager, York div., promoted to general manager of division; **Maurice W. Horrell,** director of engineering and assistant general manager, computer div., promoted to general manager of division.

M. J. Warnock, vice president and treasurer, Armstrong Cork Co., Lancaster, Pa., appointed overall director of company's financial affairs and in charge of coordinating and strengthening employe and public relations activities; **Walter E. Hoadley Jr.,** company economist and commercial research manager, additionally succeeds Mr. Warnock as treasurer; **A. Hugh Forster,** assistant to president, will serve as assistant to Mr. Warnock in employe and public relations activities; **W. N. Hartman,** general credit manager, elected assistant treasurer.

Edwin F. Wirsing appointed advertising manager, Union Bank & Trust Co., L. A., succeeding **Rod McLean,** named assistant vice president in charge of customer relations and business development.

Tom Cunning, former executive vice president, Earl J. Smith & Assoc., Detroit, to Hal Short & Co., Portland, Ore., as account executive.

Ken Drager to Mark Schrieber Adv., Denver, as radio-tv director and account executive.

Harvey L. Kneeland, vice president, Cecil & Presbrey, N. Y., to Anderson & Cairns, same city, as account executive, effective Jan. 1.

Sam Hunsaker, copy chief, Lewis Edwin Ryan Adv., Washington, appointed account executive; **James W. Gould,** formerly advertising manager, Virginia Metal Products, Orange, Va., to copy staff.

Constance Boland, formerly with J. Walter Thompson Co., N. Y., to account executive dept., Sullivan, Stauffer, Colwell & Bayles, same city.

Don Leonard, station relations dept., Marschalk & Pratt, N. Y., appointed radio-tv timebuyer.

Christain Valentine Jr., executive coordinator and creative color head, tv dept., Biow Co., N. Y., to radio-tv dept., McCann-Erickson, same city, as tv art director; **Bess Harrison,** business manger, radio-tv talent operations, McCann-Erickson, Hollywood, named administrative assistant and office manager, consolidated L. A. office.

David H. Grigsby, formerly with Zenith Radio Corp., Chicago, appointed range and water placing sponsorship of *The Hunter,* now telecast in that time period. Agency: William Esty Co., N. Y.

FOUR extras for extra sales

WIBG

Car Cards
with sponsor credit appear throughout the year and cover the entire city.

24-Sheet Billboards
blanket the complete Philadelphia market area, promoting WIBG programs.

Window Displays
of sponsors' products face directly on midtown Walnut Street—the only such display on this busy thoroughfare.

Direct Mail
goes regularly to selected dealer lists. Hard-hitting broadsides promote sponsor's campaign and urge store cooperation

These extra promotion bonuses are a special service which WIBG gives to all its sponsors. Our main objective is to SELL YOUR MESSAGE to the public as we are doing for such national advertisers as Creamettes, Guild Wines, Halo Shampoo, Robert Hall Clothes, Salada Tea, Sleep-Eze, Old Spice and Waltham Watches.

season's greetings

W I B G

10,000 Watts
Philadelphia's most powerful independent.

Represented by
RADIO REPRESENTATIVES, INC.

COMPARATIVE NETWORK TV SHOWSHEET

	SUNDAY			
	ABC	CBS	DuMONT	NBC
6:00 PM		Omnibus Aluminium Co. of Cana. Scott Paper Zenith Norcross		Revere alt. Sundays Pan Amer. Meet the Press L
6:15				
6:30		Electric Companies Alt. Wks. Prudential You Are There		Gen. Foods Roy Rogers F
6:45				
7:00	Skippy Peanut Butter You Asked For It L	Campbell Soup Lassie		Toni Frawley Corp. (alt. with) People Are Funny
7:15				
7:30	Pepsi-Cola Playhouse	Am. Tobacco Prvt Sectry. (alt. wks.) Jack Benny		Reynolds Mr. Peepers L
7:45				
8:00	Flight No. 7 F	Lincoln-Mercury Dealers Toast of the Town L		Colgate-Palmolive Comedy Hour L 7:30-9 p.m. (1 wk. of 4) M. Liebman Presents H. Bishop Sunbeam L
8:15				
8:30	The Big Picture F			
8:45				
9:00	Gruen-Amr. Safety Razor Winchell	Gen. Elect. GE Theatre F Fred Waring 12/19 only	Clorets & Pharmaceuticals Inc. Rocky King, Detective	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15	Ciba Horizons			
9:30	Revlon What's Going On?	Bristol-Myers TBA L	Serutan Life Begins at 80	
9:45				
10:00	Dodge Break the Bank L	P. Lorillard Father Knows Best		P&G Loretta Young Show F
10:15				
10:30		Jules Montenier alt. wks. Remington Rand What's My Line L		R. J. Reynolds The Hunter F
10:45				
11:00		Norwich Sunday News Spec.		
11:15 PM				

	MONDAY			
	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00	*Kukla, Fran and Ollie*		Co-op Capt. Video	
7:15	Tide Water Oil Daly–News		7;15-7;30 Miles Labs. Morgan Beatty and the News	
7:30	Ralston Purina Name's the Same L	Amer. Home Prod.-News		Toni Co. Tony Martin Show L
7:45		Ligg. & Mys. Perry Como L		Camel News Caravan L
8:00	Studebaker Packard Tv Readers Digest eff. 1/17/55	Carnation (alt.) Goodrich Burns & Allen L		Producers' Showcase (1 wk. of 4) Ford Motor Co. RCA RCA Amer. Chicle Speidel Caesar's Hour
8:15				
8:30	Firestone Voice of Firestone L	Lever-Lipton Godfrey's Talent Scouts L		
8:45				
9:00	*Christmas Season Programs*	Philip Morris I Love Lucy F	Co-op Monday Night Fights Chris. Schenkel	Dow Chemical Medic F
9:15				
9:30	Boxing From Eastern Parkway and Neutral Corner L	General Foods December Bride L		Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents
9:45				
10:00		Westinghouse Studio One L		
10:15				
10:30				
10:45			Co-op At Ringside	
11:00		Longines Chronoscope		
11:15 PM				

	TUESDAY			
	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00	*Kukla, Fran and Ollie*		Co-op Capt. Video	
7:15	*John Daly News*		7:15-7:30 Miles Labs. Morgan Beatty and the News	
7:30	DuPont Cavalcade of America	American Tobacco News L		Dinah Shore Chevrolet L
7:45		Gold Seal Jo Stafford L		Camel News Caravan L
8:00	No Net. Service	*Red Skelton*	Admiral Corp. Life Is Worth Living	Buick Berle Show (20 shows)
8:15				M. Raye Show H. Bishop (10 shows) Bob Hope Show (6) Gen. Foods TBA—3
8:30	Florida Citrus Twenty Questions L	Int. Hrvstr. alt. wks. Nabisco Halls of Ivy F	H. J. Heinz Co. Studio 57	
8:45				
9:00	American Tobacco alt. Dodge Danny Thomas Show	Carter Prod. alt. wks. Pharmctcls. Meet Millie L		P&G Fireside Theatre F
9:15				
9:30	U.S. Steel United States Steel Hour alt. weeks Elgin The Elgin Hour	Nash-Kelvinator alt. wks. Block Drug Danger L		Armstrong's Circle Theatre L
9:45				
10:00		Pet Milk Co. alt. wks. S.C. Johnson Life With Father		Truth or Consequence P. Lorillard L
10:15				
10:30	Exquisite Form-Quality Goods (alt. wks.) Stop the Music	Alcoa See It Now		It's a Great Life Chrysler Corp. L
10:45				
11:00				
11:15 PM				

	W AY			
	ABC	C	MONT	
6:00 PM				
6:15				
6:30				
6:45				
7:00	*Kukla, Fran and Ollie*		-op apt. ideo	
7:15	Tide Water Oil Daly–News		-7:30 Labs. rgan ty and News	
7:30	American Motors American Dairy Derby Foods Disneyland	Bendix Avco V New		Co Ed
7:45		Ligg. & Perry C L		Ca
8:00		Toni Godfr & Hi Friend		I
8:15				
8:30	Liggett-Myers The New Stu Erwin Show	Frigida (alt. wk Pillsbu		M
8:45				
9:00	Remington Rand-Knomark Mfg. (Alt. wks.) Masquerade Party	Colgat Strike It Ric L		
9:15				
9:30	*Enterprise USA*	R. J. Reynol I've G A Secr L	*icago phony hestra*	T
9:45				
10:00		Pabst S Blue Rib Bout	stern nion g. Co. wks.) own u Go eatest Football of the Veek gional nsors	Y (
10:15		Westing Best o Broadw every 4th 10-11 P.		
10:30				B A. Di (Le
10:45		*Sports S*		
11:00		Longin Chronos		
11:15 PM				

	SUNDAY			
	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00		*Lamp Unto My Feet*		
10:15				
10:30		*Look Up and Live*		
10:45				
11:00				
11:15				
11:30				
11:45				
12:00 N		*Winky Dink and You*	N.Y. Times Youth Forum	Capt. Hartz & His Pets Hartz Mtn. Prods. L
12:15 PM				*M. Beatty News* L
12:30	Voice of Prophecy Faith for Today	Quaker Oats Contest Carnival L		*American Inventory* L
12:45				
1:00			*Johns Hopkins Science Review*	Youth Wants to Know L
1:15				

	MONDAY - FRIDAY			
	ABC	CBS	DuMONT	NBC
9:00 AM	Philco Corp. Breakfast Club (M., W. & F.) Quaker Oats (Tu & Th)	The Morning Show M-F 7-9 a.m. Participating Sponsors		
9:15				
9:30				
9:45				
10:00		Garry Moore Show and Arthur Godfrey Time (See Footnotes For New Time Schedule)		General Mills, Fri. Ding Dong School L Gerber Prds. Thursdays
10:15				
10:30				*A Time to Live* L
10:45				3 Steps to Heaven P&G L
11:00				Participating Sponsor Home L
11:15				
11:30		Colgate-Palmolive M-F 11:30-12 N Strike It Rich L		
11:45				
12:00 N		Gen. Mills (MWF) Toni Co. (TuTh) Valiant Lady		*Betty White Show* L
12:15 PM		Amer. Home Products Love of Life		
12:30		P&G Search for Tomorrow		Feather Your Nest Colgate-Palmolive L
12:45		P&G Guiding Light		
1:00		Gen. Foods Portia Faces Life		
1:15		P&G Road of Life		

	SATURDAY			
	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				*Happy Felton's Spotlight Gang* L
10:15				
10:30	Brown Shoe Smilin' Ed's Gang	*Winky Dink and You*		Paul Winchell Show Tootsie Rolls L
10:45				
11:00	Ralston Purina Nestle (alt. wks.) Space Patrol	Wander Co (alt. wks.) Gen. Mills Captain Midnight F		TBA
11:15				
11:30		Campbell Soup Abbott & Costello		TBA
11:45				
12:00 N		National Dairy The Big Top L		
12:15 PM				
12:30				
12:45				
1:00		Gen. Mills The Lone Ranger F		
1:15				

D A I M E

	SUNDA		
	ABC	CBS	
1:30 PM			
1:45			
2:00			
2:15			
2:30		*Face the ation*	
2:45			
3:00		*Now and hen*	Pa P
3:15			
3:30		*enture*	
3:45			
4:00		*The erican Week*	
4:15			
4:30	*College Press Conferen* L	*The earch*	
4:45			
5:00	Kellogg (5-5:3 Mars In (5:30- Super C L	minium Canada t Paper rcross enith nibus 5-6:30	
5:15			
5:30			
5:45 PM			

FOR DECEMBER 1954

		C	MONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00	n		-op pt. deo	
7:15			-7:30 Labs. rgan ty and News	
7:30		Bendix Avco N New		Coca-Cola Eddie Fisher L
7:45		Ligg. & Perry C L		Camel News Caravan L
8:00	s	Toni Godfr & Hi Frien		GE I Married Joan F
8:15				
8:30		Frigid (alt. w Pillsb		Scott My Little Margie F
8:45				
9:00		Colga Strik It Ri L	icago phony estra	Krafts Foods Television Theatre L
9:15				
9:30		R. J. Reynol I've G A Secr L		
9:45				
10:00		Pabst S Blue Rib Bout Westing Best o Broadw every 4th 10-11 P.	stern nion g. Co. wks.) own u Go	Hazel Bishop This Is Your Life (alt. wk.) P&G
10:15				
10:30			eatest Football of the Veek gional nsors	Big Town A. C. Spark Div.—G.M. (alt. wk.) Lever Bros. F
10:45		*Sports S*		
11:00		Longin Chronos		
11:15 PM				

THURSDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00	*Kukla, Fran and Ollie*		Walter H. Johnson & Co. Capt. Video	
7:15	*John Daly News*		7:15-7:30 Miles Labs. Morgan Beatty and the News	
7:30	General Mills Lone Ranger F	American Tobacco News 7:30-7:45 pm		Dinah Shore Chevrolet L
7:45		Gen. Electric Jane Froman		Camel News Caravan L
8:00	The Mail Story L	General Electric Ray Milland Show F	Consolidated Cosmetics Inc. They Stand Accused	DeSoto-Plymouth Groucho Marx F
8:15				
8:30	Chevrolet T-Men in Action	Chrysler Motors Climax—Shower of Stars L		Borden Justice L
8:45				
9:00	Brillo—So You Want to Lead a Band		DuMont Labs What's the Story	Chesterfield Dragnet F
9:15				
9:30	Kraft Foods Kraft TV Theatre	Singer Sew'g. alt. wks. Parker Pen Four Star Playhouse		Ford Theatre F
9:45				
10:00		Philip Morris Public Defender F		Lever Bros. Lux Video Theatre L
10:15				
10:30		Carter Prods Alt. Whitehall Name That Tune L		
10:45				
11:00				
11:15 PM				

FRIDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00	*Kukla, Fran and Ollie*		Co-op Capt. Video	
7:15	Tide Water Oil Daly–News		7:15-7:30 Miles Labs. Morgan Beatty and the News	
7:30	National Biscuit Co. Rin Tin Tin F	Pharmaceu-ticals-News		Coca-Cola Eddie Fisher L
7:45		Ligg. & Mys. Perry Como L		Camel News Caravan L
8:00	Lambert Hotpoint (alt.) Ozzie & Harriet F	General Foods Mama		Red Buttons 3 of 4 J. Carson 1 of 4 Pontiac L
8:15				
8:30	Lehn & Fink Ray Bolger L	R. J. Reynolds Topper F		Gulf—Life of Riley 9/18 F
8:45				
9:00	Mogen David Wines Dollar a Second	Schlitz Playhouse of Stars F	Pharmaceuticals Inc. The Stranger	Simoniz & Amer. C&C Big Story F
9:15				
9:30	Sterling Drug The Vise	General Foods Sanka Our Miss Brooks F	*One Minute Please*	Campbell Dear Phoebe F
9:45				
10:00		Brown & Williamson The Line-Up	Emerson Drug Lentheric Chance of Lifetime	Gillette Cavalcade of Sports L
10:15				
10:30		American Oil Hamm Brewing (alt. wks.) Noxzema Person to Person		Greatest Moments in Sports Mutual of Omaha F
10:45				
11:00		Longines Chronoscope		
11:15 PM				

SATURDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00		Wrigley Gene Autry Show		*Mr. Wizard* F
7:15				
7:30	*Compass*	Sylvania Beat the Clock L		Sunbeam Ethel & Albert L
7:45				
8:00	*The Dotty Mack Show*	Schick Sheaffer Pen Nescafe Jackie Gleason (co-sponsorship) L	Participat'g Sponsors Professional Football	Pillsbury-Green Giant Mickey Rooney Show F
8:15				
8:30				Place the Face Toni Co. L
8:45				
9:00	Bayuk Cigar Saturday Night Fights L	P. Lorillard Two for the Money L		I. Coca Show Griffin, SOS Lewis Howe J&J L (1 wk. of 4) 9-10:30 P.M. Liebman Oldsmobile
9:15				
9:30		Intnl. Silver alt. wks. Simmons My Favorite Husband		Texaco Star Theatre J. Durante L (alt.) O'Connor F
9:45	*Fight Talk*			
10:00	Gemex The Stork Club	Chrysler Plymouth Div. That's My Boy L		Geo. Gobel Show Armour (alt.) Pet Milk L
10:15				
10:30		General Mills Willy F		Am. Tobacco Warner Hudnut Your Hit Parade L
10:45			11:05 Boyle-Midway Sports Showcase	
11:00				
11:15 PM			Co-op Wrestling from Chi	

DA IME

SUNDAY

ABC	CBS	DuMONT	NBC
			Religious Hour Frontiers of Faith L
		Participat'g Sponsors Professional Football	
	Face the Nation		
	Now and Then		
	enture		*American Forum* L
	The erican Week		*Out On the Farm* L
College Press Conferen L	*The urch*		Quaker Oats Zoo Parade L
ellogg (5-5:3 Mars In (5:30- per C L	inium Canada t Paper rcross enith nibus 5-6:30		Hall Bros. Hall of Fame L
			Background 3 of 4 *Hall of Fame* 1 of 4 (1 hr. show)

MONDAY - FRIDAY

ABC	CBS	DuMONT	NBC
	P&G Welcome Travelers		
	Robert Q. Lewis (See footnote)	All About Baby (see footnote)	
	Art Linkletter's House Party (See Footnote) 2:30-3 pm		
	Colgate Big Payoff MWF *Big Payoff* Sust. Tu., Thur.	Participat'g Sponsors Paul Dixon Show	*The Greatest Gift* L P&G Golden Windows L
	Bob Crosby (See footnotes)		*One Man's Family* L P&G L Concerning Miss Marlowe
	P&G The Brighter Day Am. Home Pr. Secret Storm 4:15-30 M-W-F Sus. Tu, Th		*Hawkins Falls* L First Love Jergens Co. L
	P&G On Your Account 4:30-5		World of Mr. Sweeney L Modern Romances Col.-Pal. L
	Gen. Mills Barker Bill's Cartoons W & F 5-5:15 p.m.		*Pinky Lee Show* L
	Longines Thnksgvg D Festival 11/25 only 5-6 p.m.		Howdy Doody (See Footnote)

SATURDAY

ABC	CBS	DuMONT	NBC
	Lever Bros. Uncle Johnny Coons		
	What in the World		
American Chicle C. A. Swanson Top Pop Products Sugar Bowl Game Navy vs. Mississippi Jan. 1 only	*Youth Takes a Stand*		
	Maytag Co. Amana Refrigera-tion, Inc. Big Ten Basketball		*NBA Professional Basketball Games*
		Greatest Pro Football Plays of the Week	
	Longines-Wittnauer Christmas Festival 12/25 only		
			To Come

Explanation: Programs in italics, sustaining: Time. EST; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

Mon. thru Fri. "Howdy Doody" 5:30-6:00 p.m., EST, Standard Brands, Inc., Kellogg Co., Colgate-Palmolive Co., Continental Baking Co. Inc., Ludens Inc., International Shoe Co., Welch Grape Juice Co., Campbell Soup Co.

CBS—Garry Moore M.—Thu. 10-10:30 a.m., Fri. 10-11:30 a.m.
10—10:15 Mon. Bristol Myers alts. Masland Tue. Alka-Seltzer, Wed. Simoniz, Thu. Swiftning, Fri. Swift All Sweet.
10:15-30 Mon. Comstock alt. wks. Hoover, Tue. Kellogg, Wed. Best Foods, Thu. Toni alt. wks. Chun King, Fri. Economics Labs.
10:30-45 Fri. Yardley.
10:45-11 Fri. Converted Rice.
11-11:15 Fri. Borden.
11:15-30 Fri. Converted Rice

Arthur Godfrey M.—Thu. 10:30-11:30.
10:30-45 a.m. M. & W. Bristol Myers, Tu. & Thu. Frigidaire.
10:45-11 a.m. M. & W. Scotch Tape, Tu. & Thu. Kellogg.
11:00-11:15 a.m. M. & W. Lever Bros., Tu. & Thu. Toni.
11:15-30 a.m. M.—Thu. Pillsbury.

Robert Q. Lewis — 2-2:15 p.m., Tue. Alka-Seltzer, Wed. Best Foods, Thu. S. C. Johnson.
2:15-30 p.m. Tue. Helene Curtis, Wed. General Mills, Thu. Swanson, Fri. General Mills.

House Party
2:30-45 M., W., Fri. Lever Bros., Tu.-Th. Kellogg.
2:45-3 p.m. M.-Thu. Pillsbury, Fri. Hawaiian Pineapple Co.

Bob Crosby—3:30-45 Tue. Toni, Thu. Swanson, Fri. Englander. Alt wks. S.O.S.
3:45-4 p.m., M., W., Fri.—General Mills. Thu.—American Dairy.

DuMont—Libby, McNeill & Libby (Thurs. 2-2:15 p.m. only), Swift & Co. (Fri. 2-2:15 p.m. only).

BROADCASTING TELECASTING

December 13, 1954

Fellows, h

J. B. CONLEY, *Station Manager, KEX, Portland.* "Renewals are the best in history . . . we've added over 100 new advertisers . . . local schedules up plenty over last year! Business is *good* at KEX!"

PHILIP G. LASKY, *Station Manager, KPIX, San Francisco.* "420 advertisers on KPIX so far this year! To date 1954 is 28% greater than the like period for 1953. Need we say more?"

L. R. RAWLINS, *Station Manager, KDKA, Pittsburgh.* "Our advertisers are spending much more money than they ever have before. KDKA is right in the middle of Pittsburgh's building boom. Local sales are up 57%. Ratings are up, so is listening. It's been a great year at KDKA, America's first station."

W. C. SWARTLEY, *Station Manager, WBZ-TV, Boston.* "Vigorous is the word for WBZ-TV business. 1954 sales are up 34% over 1953. It's a banner year in Boston!"

FRANK TOOKE, *Station Manager, KYW, Philadelphia.* "Business couldn't be better unless we put more hours in the broadcast day. Our problem is not selling time, but finding availabilities. 1954 will be our all-time top!"

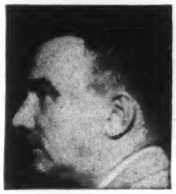
CARL W. VANDERGRIFT, *Station Manager, WOWO, Fort Wayne.* "WOWO's sales are the highest in the history of the station. Advertisers know that out here people listen to WOWO . . . and are motivated by what they hear."

ROI
WP
is ju
Eve
all-t
sales
Yes,

PAU
WB
of '5
33-y
this
Bus

s, how's your business?

ROLLAND V. TOOKE, *Station Manager, WPTZ, Philadelphia.* "Business at WPTZ is just fine . . . and getting even better! Every month of this year we've set an all-time sales record! To date our gross sales are more than 21% ahead of 1953. Yes, business is just fine!"



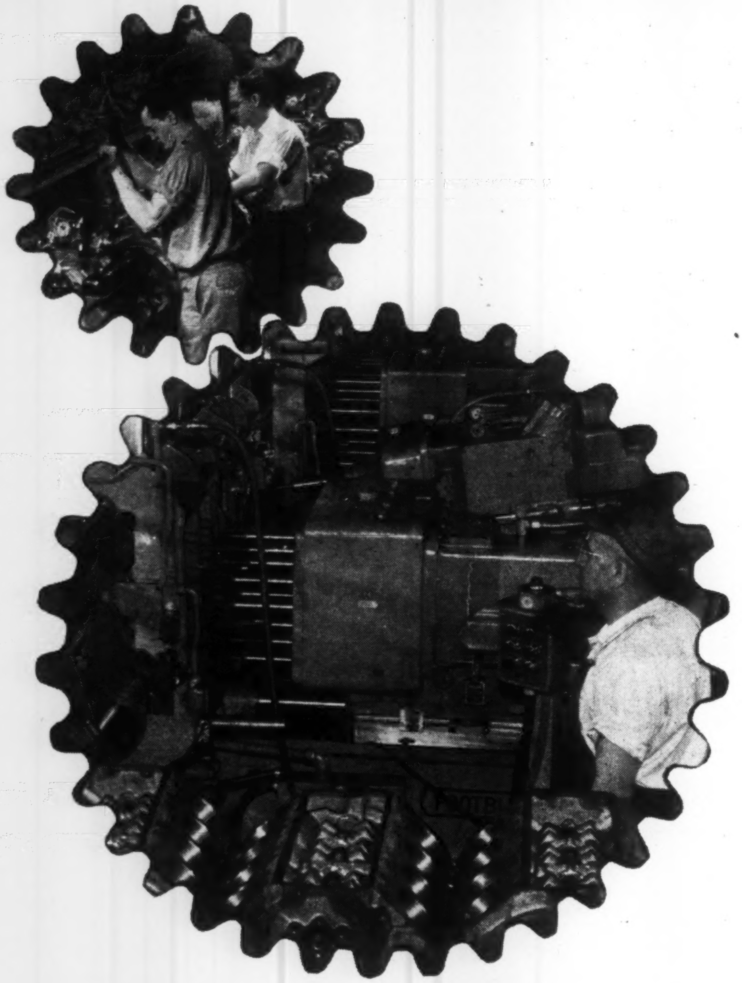
PAUL E. MILLS, *Station Manager, WBZ-WBZA, Boston.* "The last quarter of '54 is the biggest local quarter in our 33-year history—62% above 1953. So far this year, we have added 105 new accounts. Business is booming in Boston."

In one of the most competitive years in the broadcasting industry, these sales gains mean just one thing: WBC stations are doing a whale of a job for advertisers. How's *your* business, by the way? Could you be doing more in any or all of these markets? Remember, WBC stations are the biggest, most tuned-to stations in their areas. Buy one or all . . . either way, the hottest outfit in the business is working for you. For information and availabilities, call your nearest WBC station or Eldon Campbell, National Sales Manager, at PLaza 1-2700, New York.

WESTINGHOUSE BROADCASTING COMPANY, INC.

WBZ+WBZA • **WBZ-TV**, *Boston;* **KYW** • **WPTZ**, *Philadelphia;* **KDKA**, *Pittsburgh;*
WOWO, *Fort Wayne;* **KEX**, *Portland;* **KPIX**, *San Francisco*

KPIX represented by THE KATZ AGENCY, INC.; WBC National Representatives: FREE & PETERS, INC.



Flint . . . geared for sales

Flint factories are set for their biggest year ever. The new Buicks and Chevrolets are in full production here in Flint, and that means more work than ever for our 73,673 General Motors employees (38% more than just two years ago). More work means more spending in this largest GM plant city in the world . . . and even now retail sales are 62% above the national average.* You can get your share of this big industrial dollar in '55 by calling the Katz Agency now. They can give you the full story on how WFDF makes your budget buy more and sell more in Flint.

*1954 Consumer Markets

wfdf

Our 32nd year of service to Flint

FLINT·MICHIGAN

nbc affiliate

REPRESENTED BY THE KATZ AGENCY Associated with: WFBM, AM & TV Indianapolis—WEOA Evansville—WOOD, AM & TV Grand Rapids

heater merchandising manager, Hotpoint Co., same city; **James E. McCarthy,** formerly with General Electric Co., Schenectady, N. Y., to Hotpoint as Chicago district manager; **A. E. Lacey,** formerly sales promotion manager, General Electric Supply Co., Chicago, appointed zone manager, Minneapolis-Milwaukee territory; **Hugh Daley,** formerly with General Electric Supply, named Boston zone manager; **V. P. Owen** appointed Philadelphia district manager.

Clare R. Wolf, assistant manager-reseller, Minneapolis-St. Paul sales div., Standard Oil Co. (Ind.), Chicago, appointed assistant advertising manager of company, succeeding **Robert K. Byars,** resigned.

Peggy Rayborn, formerly with KIOA Des Moines, to radio-tv dept., Lessing Adv. Co., same city.

William Jordon Wolff, former producer and writer, radio-tv div., Chicago Board of Education, to tv-radio dept., Guenther-Bradford & Co., Chicago.

Marvin Shore, former advertising manager, Associated Grocers of Central Pennsylvania, York, Pa., to copy dept., Feigenbaum & Wermen, Phila.; **Edward Bates** and **McKee Albright,** to art dept. of agency.

Norman S. Brett, sales promotion manager, DuMont Tv, to Moselle & Eisen Adv. Agency, N. Y.

Lonnie Hudkins, oil editor, *Denver Post,* to Mathews Roberts & Co., new advertising firm, same city, with offices at 201 Kittredge Bldg.

Vaughn Shedd, vice president, Moeller & Shedd Adv., L. A., forms own agency with offices at 139 S. Beverly Dr., Beverly Hills, Calif.; telephone; Crestview 1-3342.

Norm Moeller, partner, Moeller & Shedd Adv., Hollywood, and **Thomas G. Somermeier Jr.** form Moeller & Somermeier Inc., with offices at 6630 Sunset Blvd.; telephone: Hollywood 2-7451.

Joseph S. Trum, vice president, KTRM Inc., Beaumont, Tex., resigns to open Trum Adv. Agency, Goodhue Bldg., Beaumont.

Joseph B. Bell, treasurer, Ruthrauff & Ryan, N. Y., resigns effective Dec. 31.

Charles E. Patrick, account supervisor, Emil Mogul Co., N. Y., resigns effective Jan. 1.

Harold H. Weber, vice president, Foote, Cone & Belding, Chicago, appointed general chairman, National Junior Achievement Week in that area starting Jan. 30, 1955; **Tom Ward,** public relations representative, U. S. Steel Corp., N. Y., appointed radio-tv chairman.

Bank Officials Star

PIONEER BANK of Chattanooga (Tenn.), in an effort to break down the public's misconceptions of bankers as remote, austere, pompous and unfeeling individuals, presented its officers and branch managers to the audience viewing *Mr. District Attorney* sponsored by the bank over WDEF-TV there.

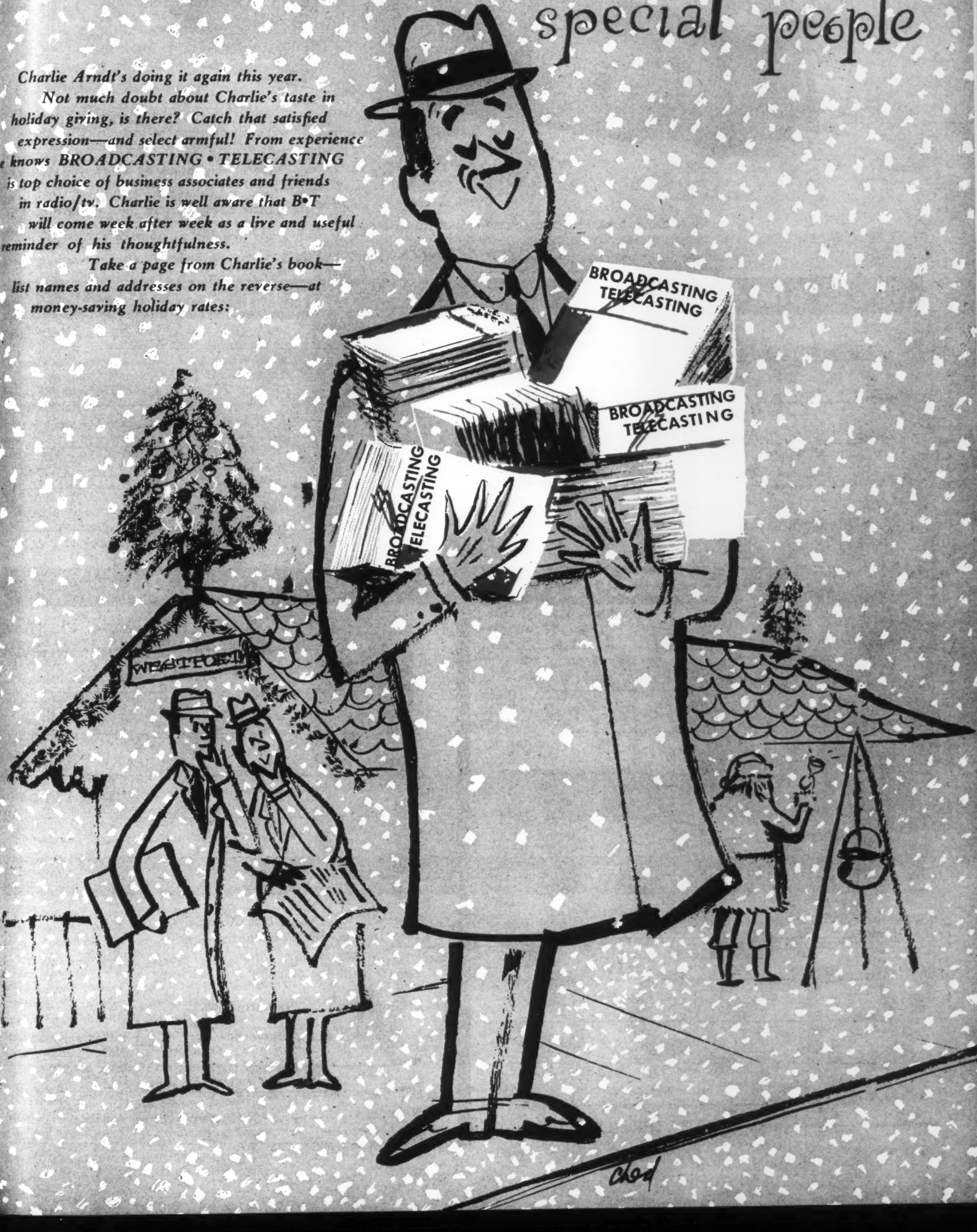
George M. Clark, Pioneer president, reports that the advantage of having bank people recognized and better known by potential customers more than offsets any lack of polish on the part of the amateur announcers.

SPECIAL GIFTS for special people*

Charlie Arndt's doing it again this year.

Not much doubt about Charlie's taste in holiday giving, is there? Catch that satisfied expression—and select armful! From experience he knows BROADCASTING • TELECASTING is top choice of business associates and friends in radio/tv. Charlie is well aware that B•T will come week after week as a live and useful reminder of his thoughtfulness.

Take a page from Charlie's book—list names and addresses on the reverse—at money-saving holiday rates:


BROADCASTING TELECASTING
BROADCASTING TELECASTING
BROADCASTING TELECASTING
WESTPORT
Ched

Holiday gift subscription list

BROADCASTING & TELECASTING Yearbooks may be included with these subscriptions at additional cost of $2.00 per Yearbook. Kindly specify the subscriptions on which you desire Yearbooks. (Apart from a subscription, Yearbooks are $3.00 each.) These rates apply only in the United States, Possessions and Territories. Add $1.00 per year on all foreign subscriptions.

THESE REDUCED RATES GOOD ONLY THROUGH DECEMBER 31, 1954

Please send 52 issues of **BROADCASTING • TELECASTING** as my gift to:

one for $7.00

Name ____
Firm ____
Street ____
City ____ **Zone** ____ **State** ____
Sign Gift Card ____

two for $13.00

Name ____
Firm ____
Street ____
City ____ **Zone** ____ **State** ____
Sign Gift Card ____

three for $19.00

Name ____
Firm ____
Street ____
City ____ **Zone** ____ **State** ____
Sign Gift Card ____

four for $25.00

Name ____
Firm ____
Street ____
City ____ **Zone** ____ **State** ____
Sign Gift Card ____

five for $30.00

Name ____
Firm ____
Street ____
City ____ **Zone** ____ **State** ____
Sign Gift Card ____

Additional Subscriptions may be listed separately at $5.00

BROADCASTING • TELECASTING
1735 DeSales St., Washington 6, D. C.

Please send Holiday gift cards to the above and start service with the January 3rd issue.

Please enter ____ subscriptions.

$____ enclosed ☐ **bill in January**

Name ____
Firm ____
Street ____
City ____ **State** ____

Hollywood Tv Service To Offer 27 Features

Will sell block of Republic Pictures' 1940-48 films to tv, including some of Republic's highest-budgeted movies. Sale of litigated Autry-Rogers films reportedly is imminent.

BLOCK of 27 feature films produced by Republic Pictures between 1940 and 1948, and each costing from $600,000 to $1,250,000 then, will be offered to television on a regional basis after Jan. 1 by Hollywood Tv Service, Republic tv subsidiary, Earl Collins HTS president revealed last week.

Except for one feature, the block is part of the studio's "Diamond Group," among the highest-budgeted pictures in Republic's history, none of which has been shown on tv before. Included are "Earl Carrol Sketchbook," "Change of Heart" (previously "Hit Parade"), "In Old Wyoming" and "In Old Sacramento" with such stars as Alan Ladd, Dennis Day, Joe E. Brown, Eddie Albert, Tito Guizar, Anne Jeffreys and Judy Canova. One is a Ken Murray short feature ("Bill and Coo") utilizing trained birds, while one of the offered 27 films is not part of the high-budget "Diamond Group" HTS executive emphasized.

Meanwhile Hollywood Tv Service expects to announce the sale to tv of a block of old Gene Autry and Roy Rogers pictures produced by Republic "within a week to 10 days," Mr. Collins commented. After prolonged court litigation the U. S. Supreme Court last October refused to consider appeals by the cowboy actors from the previous U. S. Ninth District Court of Appeals decision which gave Hollywood Tv Service the right to sell these pictures to video [B•T, Oct. 25]. The Supreme Court action thus removed the final barrier to the sale.

SCREEN GEMS INTRODUCES NEW AGENCY FILM UNIT

Under new 'personalized' service, producers will be assigned exclusively to an advertising agency to handle its film requirements.

INTRODUCTION of a "personalized" service for agencies, designed to expedite the filming of tv commercials, was announced last week by Screen Gems Inc., New York, which has established a new production department subdivision entrusted with responsibility for this new service.

Ben Berenberg, executive producer of Screen Gems and head of the new subdivision, called the Producers Group, explained that under the "personalized" system, a producer will be assigned exclusively to an advertising agency to handle its film needs. He said that as an example, he will head the unit producing film for BBDO, with Lee Goodman as associate producer on the account. Mr. Goodman, recently appointed to the staff, has been an independent motion picture director and also has directed tv spot commercials. Sonny Chalif, supervisor of production, will head the unit servicing Kenyon & Eckhardt, with Don Hershey as associate producer.

Other subdivisions in the Screen Gems' production department are Preparation, headed by Ben Kranz; Animation, Volus Jones; Shooting, John Gilmour; Editing, Dan Heiss, and Completion, Bob Horowitz. Each of these units will work directly with the producer in charge of an agency's film production, according to Mr. Berenberg.

Mr. Berenberg also announced that Ben Blake has joined Screen Gems as a producer and has been assigned to the new sub-division. Mr. Blake has been an independent motion picture producer.

At the same time, John H. Mitchell, vice president in charge of sales, said James Kelly had joined the staff of the commercial department to service advertising agencies. Mr. Kelly formerly was merchandising manager of WABC-TV New York and previously had been on the sales staff of P. Ballantine & Sons and the White Rock Beverage Co.

Ziv Television Programs Sales Expansion Planned

PLANS for "substantial" expansion of the sales force of Ziv Television Programs Inc. were announced last week by M. J. Rifkin, vice president in charge of sales, in preparation for doubling the production of tv films within the coming year.

Mr. Rifkin observed that earlier this fall John L. Sinn, president of Ziv Tv, had announced plans for producing a total of 14 half-hour film series in 1955, composed of its current six features and eight new properties. To meet this increased production, Mr. Rifkin said, Ziv Tv now is conducting preliminary interviews for personnel to be added in the Ziv Sales Div. Final plans for the expansion, he said, will be announced later this month. Ziv's national sales force now is 26 men.

Here they come

. . . out of the blue yonder

FLYING BOX CARS
SABREJETS . C 54'S

Based in Charleston, S. C.

5000 officers and men, with a payroll of a million dollars a month, man this mighty air base with its $63,000,000 investment — another reason for more than 100 advertising success stories to the credit of WCSC-TV.

100,000 watts channel 5

CBS ABC

OFFICIAL AIR FORCE PHOTO

WCSC-TV

John M. Rivers, Pres.

Free & Peters, Inc.
National Representatives

CHARLESTON, S. C.

EXECUTIVES of Vitapix Corp. and Guild Films Co. formalize the working agreement between the two companies which sees Vitapix continuing on station spot matters and Guild handling production, service and sales, while a new company, Vitapix-Guild Programs Inc., takes over current Vitapix properties for continued syndication. Signing in Washington last week were (l to r): seated, Frank E. Mullen, president, Vitapix-Guild Programs; Reub Kaufman, president, Guild Films Inc. and board member, Vitapix; Kenyon Brown (KWFT-TV Wichita Falls, Tex.), president, Vitapix Corp.; standing, Charles B. Seton, Socolow, Stein & Seton, general counsel, Guild Films, and secretary, Vitapix-Guild Programs; John E. Fetzer (WKZO-TV Kalamazoo, Mich., and KOLN-TV Lincoln, Neb.), chairman, Vitapix Corp., chairman, Vitapix-Guild Programs, and director, Guild Films; Paul A. O'Bryan, Dow, Lohnes & Albertson, secretary and general counsel, Vitapix Corp., treasurer-board member, Vitapix-Guild Programs.

Screen Gems Increases Commercial Color Production

PROGRAM of expanded production of commercial films in color was announced last week by Ben Berenberg, executive producer of Screen Gems Inc., New York, in releasing details of a 15-minute color film being prepared for RCA for use on tv.

Mr. Berenberg will produce the film, together with a longer version that will be produced for 16mm non-theatrical release. John Capsis is writing the screen play and Howard Magwood will direct. Production will start after the first of the year for release in May. Kenyon & Eckhardt, New York, is the agency.

The RCA film, Mr. Berenberg said, will dramatize the importance of color and how it affects daily living; point up how the "almost impossible task" of developing color television was overcome, and provide a glimpse into the future of color television.

Among other color commercials that Screen Gems is producing are five 90-second spot announcements for Eastman Kodak, through J. Walter Thompson Co., New York, for use in forthcoming *Norby* tv color show; two commercials for Ansco, through Biow Co., New York, and a spot announcement and a 30-minute public relations film for American Tobacco Co. (Lucky Strike cigarettes) through BBDO.

MCA, UTP Draft Pact

CONTRACTS are being drawn up to conclude Music Corp. of America's purchase of United Television Programs' catalog of tv film packages. Dec. 20 is set as target date for contract signing. In the works for the past few weeks [B•T, Nov. 22], the merger reportedly will give MCA more video film products than any other syndication company. While the sale price has not been released, UTP recently announced over $10 million will go into its 1955 catalog.

Gen. Teleradio Names Buch

APPOINTMENT of Richard P. Buch, formerly with CBS-TV Film Sales, as an account executive in charge of the newly-created Southeastern office, in Atlanta, of General Teleradio's Film Div., was announced last week by Peter M. Robeck, sales manager. Prior to CBS-TV Film Sales he was with Consolidated Tv Sales, Jerry Fairbanks Inc. and was a director of motion picture productions at E. I. du Pont de Nemours & Co.

Guild Films Co. Declares 10¢ Common Stock Dividend

DIVIDEND of 10¢ per share on its common capital stock was declared last week by Guild Films Co., New York. The dividend is payable on Jan. 3 to shareholders of record at the close of business on Dec. 20.

Guild Films Co. became a publicly-owned company on Oct. 5 when 250,000 shares of its common stock issue of 700,000 shares were offered to the public at $4 per share. The offering was said to be "heavily oversubscribed."

The company was organized in June 1952 to produce, distribute and service tv filmed programs. Last month, Guild entered into a close working agreement with the Vitapix Corp., an organization of television stations in leading markets in the country, whereby Guild Films will make available its programs to Vitapix stations, and Vitapix will arrange time clearance for national spot advertisers.

Lip-Synchronizing Process Developed by Gillette

NEW process called Syncro-Vox, whereby any object, animate or inanimate, can be made to talk with perfect lip synchronization, has been perfected by cinematographer Edwin Gillette. To market the process a production company has been formed with Jerry Courneya, and distribution rights have been awarded to United Producers Distributors, Hollywood.

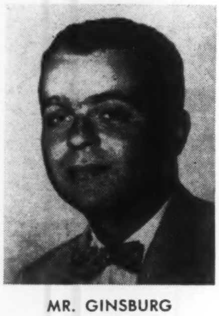
With Syncro-Vox a face may be made to talk with realistic, accurate and completely synchronized lip-movement and accompanying voice. Such a face, according to Mr. Courneya, may be part of a trademark or decoration on the side of a box, bottle or other container. In the first tests Mr. Gillette used the method on a box of Quaker Oats to show the familiar trademark promote the product. By means of matching, masking and gadgets for projectors and cameras, lips are superimposed, Mr. Courneya says.

Additionally, he adds, Syncro-Vox is fast, labor-saving, simple and inexpensive. Compared with hand-drawn animation, there reportedly is a labor-saving of approximately 85%.

FILM PEOPLE

Al Madden, sales manager, Sportsvision Inc. (delayed sports film), S. F., appointed president and general manager, succeeding **William J. Parry Jr.,** named Pacific Coast Conference radio-tv representative.

Norman S. Ginsburg, formerly advertising and promotion manager, DuMont Tv, appointed director of advertising and sales promotion, Studio Films Inc., N. Y.



MR. GINSBURG

Bill Fisher, formerly producer - writer, Radio - Tv Council, Chicago Board of Education, appointed production supervisor, Academy Film Productions, Chicago.

George Green, formerly with KGO-TV San Francisco, to George Bagnall & Assoc. Inc. (tv film distribution), Beverly Hills, Calif., as sales representative covering 11 western states, headquartering in firm's new Beverly Hills office, 8827 Olympic Blvd.; telephone: Hollywood 5-5171.

Jack Russell and **William C. Vidas** appointed midwestern sales representatives, Advertisers' Television Program Service Inc. (tv filmed program distribution), N. Y.

J. Peter Whitehead, associate producer, Mercury International Pictures, Hollywood, to Jerry Fairbanks Productions, same city, as representative to West Coast clients and agencies.

Richard H. Rogers, formerly with United World Films, N. Y., to sales staff, Sterling Television Co., same city, covering southeastern territory.

Robert Givens, formerly with United Productions of America, Burbank, Calif., to creative staff, Tv Spots, Hollywood.

BUYER, SALESMAN MAKE THEIR POINTS

Ruth Jones and Lewis Avery offer further views in RTES' continuing timebuying and selling seminar.

RELATIONSHIP of timebuyer and time salesman was discussed at last Tuesday's Radio & Television Executives Society luncheon held at Toots Shor's restaurant in New York. The luncheon was one of a continuing series of timebuying and selling seminars.

Speakers Ruth Jones, broadcast supervisor of Compton Adv., and Lewis H. Avery, president of Avery-Knodel Inc., expanded on points made a fortnight ago by George Kern of Lennen & Newell and Robert M. Reuschle of WHUM-TV Reading, Pa. [B•T, Dec. 6].

Miss Jones, speaking for the agency timebuyer, asserted that no "good timebuyer" buys radio or tv solely on costs and ratings, adding that this applied to Procter & Gamble [Compton handles a portion of P&G] as well, although many people possibly do not have that impression.

In making his sales presentation to the buyer, Miss Jones said the time salesman must be equipped with all possible data. The salesman ought to keep in mind the competitive factor when submitting availabilities, she said. In this regard she stressed adjacencies. Thus, she said, it would be of particular help to the timebuyer if the station sales representative eliminates those availabilities which run up against this competitive factor.

Miss Jones stressed the personal relationship between the timebuyer and the salesman, and in some cases, the station operator as well.

Miss Jones outlined three things for the time salesman to improve his relationship with the agency: (1) know the agency and client, (2) create ideas, and (3) give good service. Her advice to the timebuyer: the timebuyer should remember that the salesman is his best friend and if the timebuyer is learning the business the station sales representative "can be of invaluable aid."

Mr. Avery said the timebuyer has an obligation to the station salesman in letting him, or the station he represents, know the names of the advertiser and the product involved when discussing campaign plans.

One of the main ingredients in buying, Mr. Avery said, is that of availabilities. These should be submitted in detail by the salesman, and the timebuyer, on his part, must make prompt decisions. Three rules on availabilities were cited by Mr. Avery: they should be handled promptly, understood quickly and purchased carefully.

San Diego Radiomen Form Own Trade Group

FORMATION of the San Diego Radio Council, with the resignation of all stations in the city from the Southern California Broadcasters Assn., has been announced after an organizational meeting.

While denying dissatisfaction with SCBA, the statement issued by the new Radio Council said:

"As one of the three billion-dollar markets in California, and as the fastest-growing billion dollar market of them all, it is our unanimous opinion that the size and scope of our market area makes it mandatory that we form a council which will have as its sole consideration the needs of our clients and listeners. Out of 197 metropolitan areas in the United States, San Diego ranks 22nd in buying income and has a population which has increased 60% since 1944. At the same time, our people's effective buying income has risen 71% above the national average. These are only a few of the many considerations of national importance which have guided our decision."

At the meeting were: Stan Norman, Mr. and Mrs. Fred Rabell, all KCBQ owner-managers; Matt Barr, KCBQ sales manager; Wilson Edwards, KSDO manager; Bill Goetze, KFSD general manager; Marion Harris, KGB owner-manager; Arthur M. Mortensen, KFMB station manager, and George Whitney, general manager, Wrather-Alvarez Broadcasting Inc. interests in San Diego (KFMB-AM-TV).

NEWLY-ELECTED officers and directors of the Tennessee Assn. of Broadcasters at the annual meeting Nov. 21-22 in Chattanooga's Hotel Patten [B•T, Nov. 29] are (l to r): John Hart, WBIR Knoxville, director; Earl Winger, WDOD Chattanooga, retiring president and now director; H. W. Slavick, WMC Memphis, president, and F. C. Sowell, WLAC Nashville, director. Other officers who were elected but not present when the picture was taken are Hoyt Wooten, WREC Memphis, secretary-treasurer, and Frank Corbett, WGAP Maryville, vice president.

criterion
in the
carolinas

"THE HITCHHIKER"

Departing from the usual format, WBT has come up with a DJ-road show which is truly unique.

The Hitchhiker thumbs a ride late every weekday afternoon with a motorist who is unheard but provides numerous conversational topics. The Hitchhiker discusses all the latest motoring information, items which appeal to the housewife, and, of course, the car in which he is riding always has a radio to provide the best in popular music.

Here, too, is the zenith of integrated commercials. The Hitchhiker may casually mention his wife's enthusiasm for a new detergent . . . or the smooth ride which he's enjoying in the motorist's car . . . or how he happened to try a new cigarette which he's now smoking.

Carolinians go for a clever DJ show and The Hitchhiker timespot is enjoying a powerful 12.1 Pulse rating and 48% share-of-audience.

For your ride to bigger sales, thumb along with The Hitchhiker by calling:

CBS RADIO SPOT SALES

WBT

CHARLOTTE, N.C

A Jefferson Standard Station

Hey Joe look at

K-JOE

HOOPER SHARE OF AUDIENCE
OCT.-NOV. 1954

	Sunday 11 AM-6 PM	MON. THUR. FRI. 8 AM-Noon	Noon-6PM
KJOE	29.0	15.6	17.9
A	14.7	35.4	28.2
B	9.0	13.1	11.0
C	15.7	12.2	17.5
D	7.8	10.4	5.8
E	9.0	8.7	14.2
F	14.7	4.4	5.2

ONLY 2½ MONTHS ON THE AIR!

A BIG 1st and a BIG 2nd In Share of Audience
(October-November Hooper)

1st Place Sunday 11 a.m.-6 p.m.
2nd Place Monday-Friday 8 a.m.-6 p.m.

Why Pay $$$ for the Extra Costs $$$ of "Big Station" Operation, When Nearly 75% of Spendable Income in This Fabulous, Rich Oil & Gas Market Is Within 20 Miles of the K-JOE Transmitter?

Get Big-Station Results at Small-Station Rates!

1480 KC 1000 Watts

K-JOE

The Joe Monroe Station
Represented by Forjoe & CO.

SHREVEPORT, LA.

RETIRING PRESIDENT William Beaton (r), general manager of KWKW Pasadena, congratulates the 1955 officers of the California State Radio and Television Broadcasters Assn., elected at the group's annual meeting in San Francisco (l to r): George Greaves, KNBC San Francisco, new president of CSRTBA; Philip G. Lasky, KPIX (TV) San Francisco, CSRTBA vice president, and Gene De Young, KERO-AM-TV Bakersfield, re-elected as CSRTBA secretary-treasurer. Named as vice president representing Southern California (but not at the meeting) was Frank Burke, KFVD Los Angeles.

Calif. Broadcasters Name Greaves for '55

GEORGE GREAVES, general manager of KNBC San Francisco, was elected president of the California State Radio & Television Broadcasters Assn. at its annual meeting in San Francisco Dec. 3. He succeeds William Beaton, general manager, KWKW Pasadena.

Named as 1955 vice presidents were Philip G. Lasky, general manager, KPIX (TV) San Francisco, and Frank Burke, general manager, KFVD Los Angeles. Re-elected as secretary-treasurer was Gene De Young of KERO-AM-TV Bakersfield.

Murle Shreck, the association's legislative counsel, gave the annual legislative report, speaking on the necessity for all association members to stay alert for any proposals affecting broadcasting. He warned that although no proposals had been submitted regarding the restriction of beer and wine advertising that broadcasters could expect such proposals at the next session of the legislature in January.

Elected as members of the board of directors were Mr. Lasky; Knox LaRue, KSTN Stockton, and George Whitney, KFMB-AM-TV San Diego. Directors retaining seats on the board are Messrs. Greaves and Beaton; Richard Sampson, KPAL Palm Springs, and Charles Grant, owner of KDON Salinas.

Meagher, Kirk Take Heart Fund Media Posts

APPOINTMENT of NARTB Vice President John F. Meagher and of Myron P. Kirk, Kudner Agency vice president, as respective chairmen of the Radio and Television Committees for the 1955 Heart Fund was announced last week by Dr. E. Cowles Andrus, American Heart Assn.'s president.

Organizational meeting of the committees was held Thursday in New York with Sylvester L. Weaver Jr., NBC president and chairman of the Heart Assn.'s Public Relations Committee, presiding. Tv and radio materials produced for the fund were studied and plans formed for industry-wide radio and tv cooperation in the 1955 campaign, which will be conducted next February.

Serving with Mr. Meagher on the radio group are Charles T. Ayres, ABC Radio vice president; Ted Cott, NBC vice president; Hal Davis, Kenyon & Eckhardt vice president; Adrian Murphy, CBS Radio president; Eleanore Scanlan, BBDO timebuyer; L. T. Steele, Benton & Bowles vice president; J. G. Taylor, MBS vice president; William B. Templeton, Bryan Houston vice president for radio-tv, and John K. West, NBC vice president in Hollywood.

With Mr. Kirk on the tv committee are Harry Ackerman, CBS-TV vice president in charge of network programs (Hollywood); Ted Bergmann, DuMont Television Network managing director; Alfred L. Hollender, Grey Adv. vice president; Cornwell Jackson, J. Walter Thompson Co. vice president in Hollywood; Alvin Kabaker, Dancer-Fitzgerald-Sample vice president for radio-tv; Ben Park, NBC network program manager (Chicago); Roger Pryor, Foote, Cone & Belding vice president for radio-tv; J. L. Van Volkenburg. CBS-TV president, and Paul Whiteman, ABC vice president.

UCP Lauds Radio-Tv For Fund-Raising Work

RADIO-TV were cited for their efforts in helping raise funds for United Cerebral Palsy by the group's fifth annual report, published under the supervision of Leonard H. Goldenson, UCP president and president of American Broadcasting-Paramount Theatres Inc.

"The telethon, UCP's prime fund-raising specialty, raised an estimated $4,050,000. United Cerebral Palsy owes a great debt of gratitude to the many volunteers and more than 650 stars and performers without whose help these telethons would not have been possible," the report stated. UCP collected $8,242,000 in 1954.

Recognized, too, were the contributions made by 149 national network programs which used UCP materials, the more than 200 stars who volunteered their services, and the services rendered by the Advertising Council, sponsors and advertising agencies.

Annual $500 Scholarship To Be Awarded by AWRT

AMERICAN Women in Radio & Television has established an annual $500 scholarship to be awarded a woman student in her junior year at an accredited college or university which offers a degree or elective major in radio and/or tv.

Application blanks may be obtained by writing AWRT, 70 E. 45th Street, N. Y. Enthies must be postmarked no later than Feb. 10, 1955. Recipient of the award will be made known at the group's convention at the Drake Hotel, Chicago, May 5-8, 1955.

Big Ten Seeks NCAA Regional Tv Policy

TV COMMITTEE of the Big Ten (Western Conference), perhaps the strongest voice in the affairs of the National Collegiate Athletic Assn., last Thursday formally resolved to ask the NCAA for regional control of tv policy as it affects intercollegiate football.

The committee was prepared to announce its decision Friday and a plan reportedly calling for a regional limitation of two games for each team—one on the road and the other at home. It was understood another proposal would call for one national tv appearance as an alternative to two regional contests on tv, or some variation thereof. The NCAA Tv Committee has recommended national control allowing for various approaches [B•T, Dec. 6].

Reportedly the Big Ten drafted a plan similar to that advocated by the Pacific Coast Conference which has come out for regional telecasts controlled by NCAA at the national level. PCC adopted this proposal at a meeting in Pasadena, Calif., this past week, it was said. Both conferences, it was learned, have prospective sponsors in mind for the 1955 season, just as they did in 1954, providing there is NCAA approval, of course.

Western Conference tv group is headed by Ted Payseur, Northwestern U. Fritz Crisler, U. of Michigan, is a member of NCAA's Tv Committee representing the Fourth District.

Also announced by the Big Ten tv unit—and it was confirmed by John Derr, CBS New York sports executive—was that CBS-TV would telecast 11 Big Ten basketball games starting this past Saturday and concluding March 5. Amana Refrigeration Co. and Maytag Co. already have signed for sponsorship, with a third sponsor yet to be announced. Amana and Maytag were the sponsors, along with Zenith Radio Corp., of the 1954 NCAA football tv slate.

All Big Ten basketball teams will appear on tv at least once and none more than three times. Inter-collegiate backetball is not under NCAA.

PCC Adopts Football Plans To Be Submitted to NCAA

ON RECORD as "strongly favoring" adoption of a regional tv coverage plan for football games next season, the Pacific Coast Conference, at a Pasadena convention last week, outlined details of such a plan which it will submit to the National Collegiate Athletic Assn. tv committee, and to the NCAA convention next month.

Named to head the PCC radio-tv committee, which was combined into one at the Pasadena meeting, was Harvey Cassill, athletic director, U. of Washington, who is also chairman of the NCAA tv committee.

William J. Parry Jr., who resigned as president of Sportsvision Inc., San Francisco sports film firm, was named PCC tv representative at the meeting. Mr. Parry reportedly has drawn up a schedule of 19 Friday night and Saturday afternoon games to be televised, if the PCC plan is adopted by NCAA.

Under the PCC plan, NCAA would regulate regional coverage, with the NCAA tv committee defining regions. All games preceding Thanksgiving day could be televised only within these regions, but colleges could cross regional lines on or after Thanksgiving day. Additionally, colleges would be restricted to the telecasting of two games during a season—one at home and one away from home.

PCC figures show a 5% attendance increase during the 1954 football season as against 1953, demonstrating no decline because of tv.

look at these market facts
in the WTAR-TV
coverage area

Population 1,718,100
Retail Sales $1,498,162,000
Effective Buying Income $2,230,941,000
335,832 TV Homes

Cover America's Miracle Market (consisting of Norfolk, Portsmouth, Hampton, Warwick, Newport News and contiguous areas) only through Norfolk's WTAR-TV - - Channel 3 ... 100,000 Watts and 1,049 Foot Tower.

Buy Only WTAR-TV *to Sell America's Miracle Market*

channel 3
NORFOLK

Represented By Edward Petry & Co., Inc.

SALE OF WDTV (TV) TO WESTINGHOUSE BY DUMONT FILED FOR FCC APPROVAL

Westinghouse also moves to dismiss application for Pittsburgh ch. 11. Remaining applicants for that tv channel, WJAS and WWSW, go into a huddle on merger discussions.

APPLICATION for FCC approval of the $9.75 million sale of WDTV (TV) Pittsburgh by Allen B. DuMont Labs Inc. to Westinghouse Broadcasting Co. [B•T, Dec. 6] was filed with the FCC last week.

At the same time, Westinghouse filed a petition to dismiss its application for Pittsburgh's ch. 11, now in hearing.

And, it was learned, preliminary discussions between remaining applicants WJAS and WWSW looking to a merger were held last week.

Last week also saw Dr. Allen B. DuMont, president of the DuMont company, explain that during the last five years he has had about 25 contacts concerning the sale of WDTV Pittsburgh. Several were with Dr. Frank Stanton, president of CBS, Dr. DuMont said. Others discussions were with ABC, concerning a merger of the two networks [B•T, Nov. 8], he said. Dr. DuMont denied that any of the discussions concerned the package sale of the present three DuMont-owned tv stations (WABD [TV] New York and WTTG [TV] Washington as well as WDTV). He said that during the ABC discussions—now terminated—there was some talk of making DuMont's WTTG the ABC affiliate in Washington. Dr. DuMont also said that the network bearing his name intended to seek the maximum number of stations.

THE RECORD $9,750,000 purchase of DuMont's WDTV (TV) Pittsburgh by Westinghouse Broadcasting Co. [B•T, Dec. 6] is signed for by four principals (l to r): seated, Chris J. Witting, WBC president; Dr. Allen B. DuMont, president, Allen B. DuMont Labs, and, standing, E. V. Huggins, vice president of corporate affairs, Westinghouse Electric Corp., and Ted Bergmann, director of broadcasting for the DuMont Television Network.

Dr. DuMont's comments were made in answer to cross-examination in the Boston ch. 5 hearing in which DuMont is an applicant. Other applicants are WHDH, Boston *Post* (WCOP), Greater Boston Tv Corp., and Mass. Bay Telecasters Inc.

In the application, Westinghouse said that as soon as Pittsburgh had its full complement of tv stations it would seek to become that city's primary NBC-TV affiliate. An agreement to that effect between Westinghouse and NBC was filed with the application.

At the present time WDTV is the only vhf station in Pittsburgh. In neighboring Johnstown, Pa., WJAC-TV puts a usable signal into most areas of Pittsburgh proper. Also operating are two uhf stations, one commercial and one educational.

Pending before the FCC is the request of WSTV-TV Steubenville, Ohio, to move its channel closer to Pittsburgh [B•T, Nov. 22]. Station is being sold to CBS for $3 million. This move has been attacked by other Pittsburgh stations.

Westinghouse estimated it would spend $2,140,000 for operations the first year of its ownership of WDTV, the application stated. It also declared that Harold C. Lund, present WDTV general manager, would remain in that capacity.

Station's call letters, however, will be changed to KDKA-TV following FCC approval of the purchase, Westinghouse said. Radio station pioneer KDKA Pittsburgh, which will celebrate its 35th anniversary Nov. 2, 1955, was put on the air in 1920 by Westinghouse. There is also a KDKA-FM.

Other Westinghouse stations are: WBZ-AM-FM-TV Boston; WBZA-AM-FM Springfield, Mass.; KYW and WPTZ (TV) Philadelphia; KPIX (TV) San Francisco; KEX-AM-FM Portland, Ore.; WOWO Fort Wayne, Ind. Westinghouse is a tv applicant for Portland, Ore. At the present time, its application has been proposed to be denied by the hearing examiner, but oral argument has been scheduled before the FCC.

Follows Other Tv Buys

If the purchase of WDTV is approved by the FCC, it will mean that Westinghouse will have bought three tv stations in the last two years—beginning in July 1953 with the $8.5 million purchase of WPTZ (TV) Philadelphia from Philco Corp., and including last July's $7.5 million (in stock) purchase of KPIX (TV) San Francisco from the Wesley I. Dumm interests.

Westinghouse will still be eligible for one more vhf and two uhf tv stations. Westinghouse said in its application that it intended to seek the maximum permissible number of tv stations.

WDTV, which began operating Jan. 11, 1949, with 3,000 receivers in its service area, reported a net income before taxes of $2,076,000 in 1952; $2,978,000 in 1953, and $2,439,000 for 10 periods ending Oct. 10, 1954.

Total gross revenue for WDTV in 1952 was $3,851; in 1953, $5,417, and for 10 periods in 1954, $4,629,000. Expenses for the station in 1952 ran $1,247,000; in 1953, $1,417,000, and for the 10 periods of 1954, $1,328,000. The application said there were now 1¼ million tv sets in its service area.

Fixed assets of the Pittsburgh ch. 2 station were set at $1,696,098 as original cost, and $1,321,947 as present depreciated cost. Replacement cost was set at $1,887,000.

Parent company Allen B. DuMont Labs Inc. balance sheet as of Nov. 7, 1954, showed total assets of $56,326,115, with liabilities listing notes payable of $1,022,365 and unappropriated earned surplus of $12,259,994.

WBC balance sheet as of Oct. 31, 1954, showed total assets of $11,859,293, of which

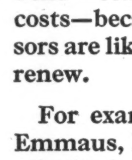
Station Finds Renewals Easier

AP News Wins Sponsor Loyalty

Station WKAP, Allentown, Pa., can testify about the special profit yield for stations which push their AP newscasts. The "extra dividend" comes from lower selling costs—because AP newscast sponsors are likely to renew, renew and renew.

For example, C&G Motors, of Emmaus, Pa., fully appreciates a principal characteristic of newscasts: the ability to hold the same audience day after day. C&G has sponsored WKAP's "News at Noon" program six days a week, since March of 1947.

Here's a comment from this sponsor that has dollars-and-cents overtones: "I wouldn't think of dropping our AP News at Noon program," says Max Cornfeld, president of C&G Motors. "Our customer response has been terrific—*and folks actually count on our daily news coverage.*"

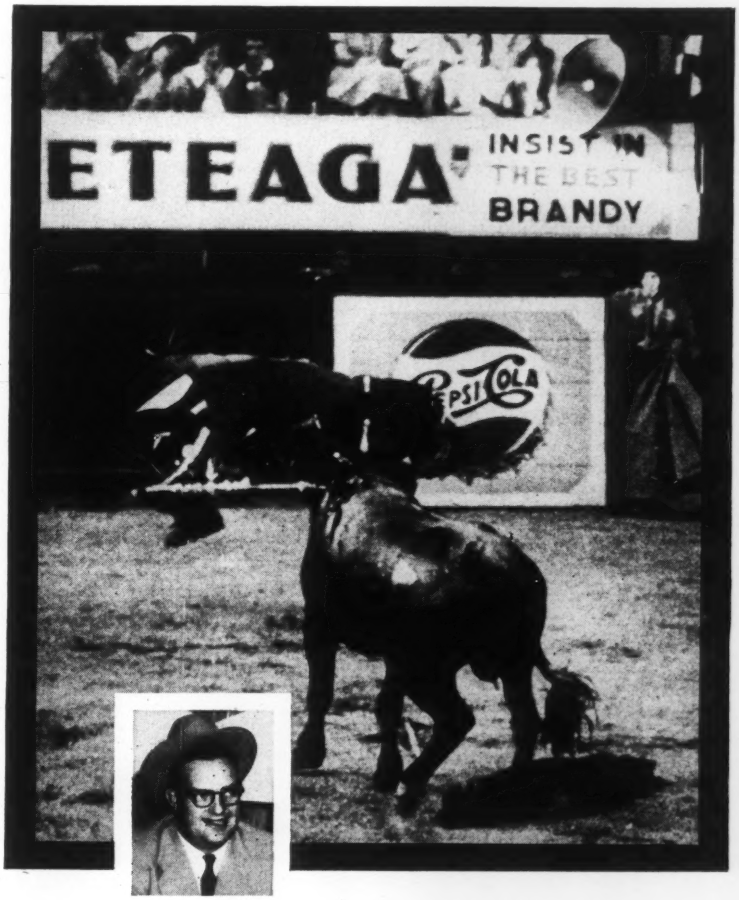


Says Manager O. R. Davies of WKAP: **"AP gives us something we can really sell—speed in news transmission and a world-wide reputation for accuracy and thoroughness."**

SPONSORS WARM TO AP
Because...it's better
and it's better known.

"Girl bull fighter gored... Condition critical.

Will feed you the details later."


ETEAGA
INSIST ON THE BEST BRANDY
PEPSI-COLA

Case History No. 3

It was a typical Sunday evening at the home of James Bruce Frazier, farm editor of KBST, Big Spring, Texas. He and Mrs. Frazier and their five children were gathered in the living room. It had been a comfortable, lazy kind of day.

Just before 9 p.m., Frazier's mother rushed into the house.

"Bruce, Pat's been hurt. They've just called up Dr. Woodall."

"Pat" was Patricia McCormick, the 24-year-old Big Spring girl who gained national fame as a bull fighter in Mexican arenas. She was featured that day at Villa Acuna—across from Del Rio. Frazier knew the McCormick family well. He checked immediately and learned that Pat's mother and two doctors were leaving at once for the Mexican border town.

He telephoned Station Manager Jack Wallace first, then KBST's news staff. After that, a quick report to The Associated Press in Dallas:

"Patricia McCormick, the girl bull fighter, has been gored at Villa Acuna. Her condition is critical. Mother and two doctors on their way. No details yet but will keep trying and feed them to you later."

The pretty bull fighter had been much in the news. AP editors in the Dallas bureau went to the source and rounded out the dramatic story with additional help from Frazier. With no lost motion, the facts were on their way. It was another shut-out beat for AP member stations across the nation, with full credit going to Frazier's alert "AP consciousness."

"I thought of AP first thing off," said Frazier. "It was my chance to reciprocate for the many fine beats we've received from other AP members."

James Bruce Frazier is one of many thousands who help make The AP better...and better known.

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—

THE ASSOCIATED PRESS
50 Rockefeller Plaza
New York 20, N. Y.
AP

Those who know famous brands...know the most famous name in news is AP

current assets amounted to $4,906,622. Current liabilities totaled $2,127,708, and long term liabilities $1,500,000. Unappropriated earned surplus was fixed at $6,935,662.

WBC earned $1,064,607 after taxes in 1952 and $1,153,852 in 1953. Its broadcast revenues were $7,914,328 in 1952 and $10,930,977 in 1953. Expenses ran $5,807,134 in 1952 and $8,682,666 in 1953.

The application showed that WBC was borrowing $9 million from its parent, Westinghouse Electric Corp., to consummate the WDTV purchase. No interest is being charged, it was said. Westinghouse Electric had gross sales of $1.6 billion and net income of $74.3 million in 1953, its balance sheet showed.

Examiner Would Deny KLYN-TV Extension

INITIAL decision proposing to deny the application of KLYN-TV Amarillo, Tex., for extension of time to build ch. 7 station was issued by FCC Examiner Hugh B. Hutchison last week.

The initial decision concluded that KLYN-TV did not proceed "diligently" with the grant made Dec. 11, 1953, and its failure to begin construction cannot be attributed to causes beyond its control.

The examiner noted that the delay in construction was not due to the inability to obtain a network affiliation, as KLYN-TV had been offered an affiliation with CBS this past June.

Tv channels assigned to Amarillo are 2, 4, 7, and 10. Ch. 2 is reserved for non-commercial educational use. Operating on ch. 4 is KGNC-TV and on ch. 10, KFDA-TV.

Commission Approves Boise, Monroe Changes

TELEVISION allocation actions taken by FCC last week included orders making final the exchange of chs. 2 and 9 between Caldwell and Boise, Ida., and substitution of ch. 13 for ch. 43 at Monroe, La. Both changes are effective Jan. 18, 1955.

The Idaho change will permit ch. 2 KBOI (TV) Meridian (near Caldwell) to become a Boise station. It now has temporary studios at Boise. The change at Monroe will enable ch. 43 KFAZ (TV) there to switch to ch. 13. FCC turned down the protest of ch. 8 KNOE-TV Monroe, which claimed economic injury.

An FCC majority turned down a joint petition by four uhf stations to make Hartford, Conn., a commercial uhf-only market by switching the educational reservation there from ch. 24 to ch. 3. FCC Comrs. Frieda B. Hennock and Robert T. Bartley dissented. Petitioners were ch. 18 WGTH-TV Hartford, ch. 30 WKNB-TV New Britain, Conn., and ch. 55 WHYN-TV and ch. 61 WWLP (TV) Springfield, Mass. In hearing for ch. 3 are WTIC Hartford and Hartford Telecasting Co.

FCC denied a petition by ch. 27 WLAP-TV Lexington, Ky., to modify the border of allocation Zone I so as to allow assignment of ch. 4 to Richmond, Ky. Comr. John C. Doerfer dissented. FCC also denied petition of John H. Phipps for reconsideration of the allocation of ch. 2 to Andalusia, Ala., where it was reserved for educational use. Mr. Phipps wanted ch. 2 assigned to Havana, Fla. Comr. Doerfer dissented.

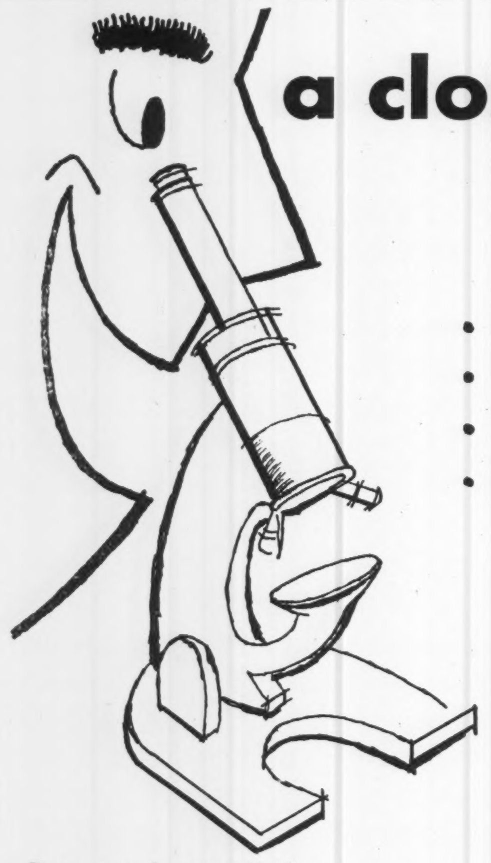
WFDF Asks Reargument Of Flint Ch. 12 Case

BECAUSE its appeal for reconsideration of the FCC's final Flint ch. 12 decision was denied by what it calls a minority of the FCC, WFDF Flint, Mich., last week petitioned the Commission for reargument. At the same time it indicated it intended to appeal the Commission's decision to the U. S. Court of Appeals.

WFDF claimed that only Comrs. Robert T. Bartley, Rosel H. Hyde and John C. Doerfer voted to deny its petition for reconsideration, that Comr. Edward M. Webster voted to grant the petition, that Comr. Frieda B. Hennock was indefinite and that Comrs. George C. McConnaughey and Robert E. Lee abstained. It asked that its initial petition be decided by a full commission.

It also claimed that the Beaumont, Tex., and Tampa-St. Petersburg, Fla., cases [the final decisions of which the Commission stayed pending reargument two weeks ago; B•T, Dec. 6] were grounded on the same objections WFDF had raised in the Flint case. WFDF pointed out, Comr. McConnaughey voted.

Involved in the Flint ch. 12 hearing besides WFDF are WJR Detroit and W. S. Butterfield Theatres Inc. The hearing examiner in a 1953 initial decision proposed granting the vhf channel to WFDF and denying the other two applicants. The other applicants objected, and the FCC in May reversed the examiner in favor of WJR [B•T, May 17]. WFDF is owned by Harry H. Bitner interests, which also include WFBM-AM-TV Indianapolis, WOOD-AM-TV Grand Rapids and WEOA Evansville.



a close look at facts . . .

WTHI-TV Channel 10 is the ONLY station with complete coverage of the Greater

WABASH VALLEY

- One of the Mid-west's most prosperous industrial and agricultural mar
- $714,500,000 Retail Sales in year '53-'54
- Blanketed ONLY by WTHI-TV's 316,000 watt signal
- 227,000 Homes *(147,000 TV homes)*

118,000 UNDUPLICATED WTHI-CBS TV HOME

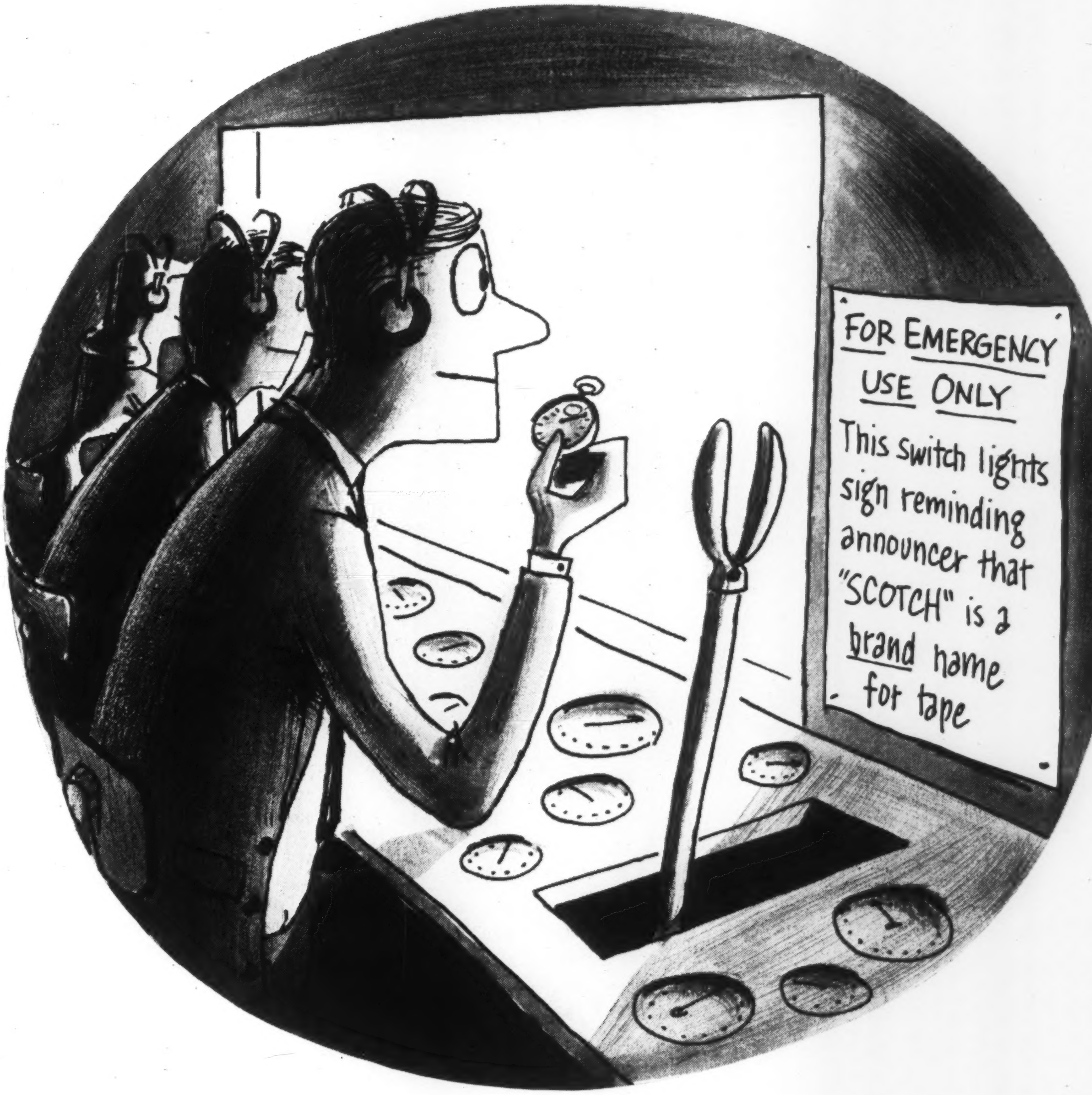
TERRE HAUTE, IND.

316,000 Watts

WTHI-TV

Represented nationally by:

The Bolling Co. New York & Chicago


FOR EMERGENCY USE ONLY
This switch lights sign reminding announcer that "SCOTCH" is a brand name for tape

NOTE: While we welcome the mention of our product on your programs, we ask that you respect our registered trademark. If it is impossible for you to use the full name correctly: "Scotch" Brand Cellophane Tape, or "Scotch" Brand Magnetic Tape, etc., please just say cellophane tape or magnetic tape. Thank you for your cooperation.

MINNESOTA MINING AND MANUFACTURING COMPANY

St. Paul 3M COMPANY Minnesota

FCC TO TACKLE PATENT REVIEW DISPUTE

Reports, disclosure of patent interests in technical rule-making cases proposed by Commission.

JUMPING squarely into the patent review field, a controversial area in which the FCC has treaded gingerly for several years, the Commission last week ordered oral argument next Feb. 1 on a modified proposed report and order which would require all licensees—broadcast and non-broadcast—to file annual patent reports.

Concurrently, the Commission announced proposed revision of Part 1 of its rules to require disclosure of patent positions in rule-making proceedings relating to apparatus, equipment and technical standards. Comments on this notice are due Jan. 15.

Stemming from an initial proposal in late 1951, the modified report and order calling for annual patent statements by all licensees drew dissents from Chairman George C. McConnaughey and Comrs. John C. Doerfer and Rosel H. Hyde. The notice specified that all parties wishing to take part in the Feb. 1 argument must notify FCC by Jan. 3.

The majority's report and order concluded that FCC has full jurisdiction to inquire into patent holdings under the Communications Act as part of its responsibility "to encourage the larger and more effective use of radio and other telecommunications media in the public interest." FCC noted many comments had been filed questioning the Commission's basic jurisdiction in the field.

The report discounted the suggestion the proposed policy would involve a "fishing expedition" or an unnecessary duplication of the activities of the Justice Dept.'s Antitrust Division.

"The information presented to the Commission in the course of previous individual proceedings as well as from other sources, in our opinion clearly establishes the importance of securing regular information, of a type not otherwise available, as to the actual licensing practices and policies of the persons subject to our jurisdiction with respect to the communications services which Congress has given this Commission the responsibility to regulate," the majority explained.

FCC "has an independent responsibility to consider relevant patent matters in performing its responsibilities in the common carrier field and in the establishment of appropriate technical and other necessary standards in the radio field generally," the order said.

In modifying earlier proposals specifying all patents, the Commission agreed to limit the annual filing to patents "known or believed to be used" in communications services subject to regulation by the Commission.

The Commission has expressed concern from time to time that proposals for changes in technical or engineering standards may call for new procedures which can be fulfilled only through the use of patented devices. FCC has sought to make its standards of broad application and calling for specific performance rather than the equipment of a particular manufacturer or patent interest.

The notice on disclosure of patent positions in rule-making cases explained "it is believed that the public interest would be served by the securing of advance information as to the possible existence of special patent questions in connection with rule-making proceedings looking towards the adoption of new or modified rules or standards relating to the apparatus or equipment required or authorized to be used in any communication service, or to the establishment of technical or other standards determinative in whole or in part of equipment or apparatus to be used in such a service."

Accordingly, FCC felt such information "should be provided by requiring persons petitioning for or commenting in such rule making proceedings to specify as part of their written pleadings whether they own or have the right to sub-license patents reading on or otherwise related to any new or revised standards proposed in such proceedings or any apparatus required or authorized thereby."

FCC proposes to amend Part 1 of its rules by adding the following new section:

> Sec. 1.704. Any person filing a petition requesting the institution of rule making proceedings looking towards the adoption of new or modified rules or standards relating to the apparatus or equipment required or authorized to be used (both for transmission or reception) in any communications service, or to the establishment of technical or other standards in whole or in part determinative of the equipment or apparatus required or authorized to be used in such a communications service, and any person filing comments directed to a notice of proposed rule making looking towards the adoption of such new or modified rules or standards, must, as part of such filing, include an express statement as to whether such person owns or has the right to license patents covering in whole or in part any equipments or apparatus which would be affected by the adoption or non-adoption of the proposed rule or standard and, if such statement is in the affirmative, must include a description of the nature of such patent interest.

We Love You

Big, dirty, sloppy hogs—we love you because you're putting cash into the pockets of our listeners—the Kansas farmers.

Their (the farmers') income has never been higher: $8,312 per household . . . *after* taxes . . . 58% *above* the national average!*

WIBW is the radio station these upper-income Kansas farmers listen to most†. We've got the listeners; give us the word, and we'll start turning 'em into buyers of your product!

* Consumer Markets—1954

† Kansas Radio Audience—1954

TOPEKA, KANSAS

"See Your Capper Man"
WIBW
CBS RADIO

Ben Ludy, Gen. Mgr.
WIBW-WIBW-TV
and KCKN

36 - 24 - 36
WOW!

KRON-TV has some impressive statistics too. Look at the way the station stacks up—

- ***Antenna Height:*** 1441 feet above sea level, the highest in San Francisco
- ***Power:*** 100 KW, the top power authorized for Channel 4
- ***Audience:*** 1,382,000 families in KRON-TV's 23 county coverage area.

It all means this: You can count on KRON-TV to give you the best and most complete coverage over the widest area of the Northern California market.

Have you heard of KRON-TV's new idea in late evening mystery programming? Get the interesting details from your Free & Peters office.

San Francisco
KRON TV
AFFILIATED WITH THE S. F. CHRONICLE AND THE NBC-TV NETWORK ON CHANNEL 4

No. 1 in the series, "What Every Time Buyer Should Know About KRON-TV"

Represented nationally by Free & Peters, Inc.

MEXICO, U. S. NEAR BILATERAL AM PACT

Settlement of the Mexico City conference is hoped for later this week. Differences center around one country's secondary stations on the clear channels of the other.

PROSPECT of a bilateral agreement between the U. S. and Mexico sometime this week to settle standard broadcast (am) allocations between the two nations was held forth late last week by observers at the Mexico City conference, underway since early November [B•T, Nov. 15 *et seq.*].

Where mutual compromises had appeared unlikely earlier, there seemed to be serious effort on the part of both delegations last week to find answers which would be acceptable to each country, it was reported. The bilateral pact, should it be concluded as hoped later this week, would supplement existing agreements with other nations, it was pointed out.

The U. S. is signatory to the 1950 North American Regional Broadcasting Agreement, but Mexico is not. NARBA still waits ratification by the U. S. Senate. Mexico has yet to reach agreement with Cuba over disputes on certain frequency uses, it was noted, but this is not expected to delay an understanding between Mexico and the U. S.

Nub of the differences between the U. S. and Mexico as well as between Mexico and Cuba is the assignment of secondary stations in one country on the clear channels of the other. The technical standards of station separations, interference measurement and modification of existing policy are the areas of discussion where differences have sharpened.

Evidence of some probable specific disagreement at the Mexico City talks was disclosed last week as FCC made public Mexico's change list No. 172 pursuant to the 1941 NARBA agreement. The list, dated Oct. 25, eve of the bilateral conference, notifies signatories to the old agreement of frequency and power changes newly authorized by the Mexican government to its domestic stations. Through the give-and-take of the conference, however, it is expected that some of the station changes announced in the notice may be modified in the compromises necessary to produce a pact by the end of this week.

Mexican change list No. 172 included modifications of assignments on 630, 660, 730 and 1110 kc, as well as several other frequencies, including 1030 kc.

On 630 kc, the list showed that XEFB Monterrey, N. L., on Jan. 25, 1955, will switch from 5 kw day, 1 kw night-directional, to 10 kw full time, different directional patterns day and night. On 660 kc, XEBZ Mexico City the same date will increase power from 500 w, directional night, to 50 kw with different patterns day and night.

The list indicated XEX Mexico City, 500 kw Class I-A outlet on 730 kc, operating with directional antenna, already has moved some 200 miles to the northwest of the capital to Leon, Guanajuato.

A five-letter station, XERCN Mexico City, now on 1110 kc with 20 kw full time, on Jan. 25 is to increase power to 50 kw directional, the list said. Other changes included the following:

XEJX Queretaro, Que., on Jan. 25 will change frequency from 1520 kc to 640 kc, 250 w daytime. XEZM Zamora, Mich., on 650 kc daytime, will change power from 1 kw to 5 kw on Jan. 25. New station at Los Mochis, Sin., next April 25, is to operate with 250 w daytime on 650 kc. XEAN Ocatlan, Jal., on 800 kc daytime, increases power from 250 w to 1 kw effective Jan. 25. XETQ Orizaba, Ver., now on 1200 kc with 5 kw, directional night, next Feb. 25 is to change to 870 kc with 1 kw, directional day and night. XEQR Mexico City, which previously was understood to be using 50 kw on 1030 kc with directional antenna at night, was reported on the list as a daytime station which was increasing its power to 10 kw effective Jan. 25. The notice, however, showed night power of 1 kw. XEXZ Zacatecas, Zac., the same date will switch from 250 w on 1430 kc to 1 kw day, 200 w night on 1150 kc.

Give Your Station a Christmas Present!

Put your station on top of *your* Christmas list—
Keep it on top of *every* listener's list the whole year through!

Give your station the SESAC Transcribed Library . . . the Library that's . . .

lowest in cost for a **complete** program service.

SESAC INC.

475 Fifth Avenue **New York 17, N. Y.**

"The Best Music in America"

FCC, Networks Reply To Bricker Query

THE FCC has filed a partial reply to a questionnaire seeking data in an investigation of the networks and uhf-vhf problems by Sen. John W. Bricker (R-Ohio) through the Senate Commerce Committee, of which he is chairman.

All four tv networks have replied to questionnaires sent out by the committee's investigating group, but not all the answers are complete, a spokesman said last week. He said he is stressing to those networks which have not made complete replies, the importance of doing so as early as possible. The rest of the information from the FCC may take somewhat longer, he said, since data requested includes such material as maps and charts.

Questionnaires planned for tv outlets will not be mailed until complete data is received from the FCC and networks, since the committee investigating staff does not intend to ask stations for information which might be duplicated in the FCC and network replies, the spokesman said.

Although the investigating group expects to make its report to the full Senate Commerce Committee at the beginning of the next Congress, such a report has not yet been written, pending additional information which might be collected before the 84th Congress convenes, it was indicated.

FCC Denies WNET (TV) Request for Rehearing

PETITION of ch. 16 WNET (TV) Providence, R. I., asking FCC to remand to the hearing examiner its Sec. 309(c) protest against ch. 12 WPRO-TV Providence, was turned down by the Commission last week, but FCC postponed from today (Monday) until Dec. 27 the second oral argument it has ordered on the initial decision outstanding in the protest case [B•T, Dec. 6].

Although the Commission had reached a tie-vote on the case following the first oral argument, FCC did not agree with WNET that a final decision could be expedited if the examiner first reviewed the case and issued ultimate findings of fact and conclusions. The present initial ruling does not contain conclusions or recommendations, but merely sets forth the facts and certifies the case to the Commission itself for ruling.

Schine Contempt Trial Starts

TRIAL of the Schine theatre chain and six individuals plus eight subsidiaries for contempt of court began last week in U. S. District Court in Buffalo, N. Y. The Schine theatre group owns 55% of WPTR-AM-TV Albany, and 50% of WRNY-AM-FM-TV Rochester, N. Y.

The suit, filed by the Dept. of Justice earlier this year, claims the Schine organization failed to comply with a 1949 consent decree ordering it to dispose of 39 theatres in four states.

YOU MIGHT SCORE 50 GOALS IN 50 GAMES—*

BUT . . . YOU NEED WKZO RADIO TO RACK UP RECORDS IN WESTERN MICHIGAN!

PULSE REPORT—100% YARDSTICK
KALAMAZOO TRADING AREA—FEBRUARY, 1953
MONDAY—FRIDAY

	6 A.M. to 12 Noon	12 Noon to 6 P.M.	6 P.M. to Midnight
WKZO	59% (a)	59%	48%
B	21	14	23
C	5 (a)	4	6
D	4	4	4
E	3	4	7
MISC.	9	14	12

(a) Does not broadcast for complete six-hour period and the share of audience is unadjusted for this situation.

WKZO *always* leads the league in Western Michigan—*always* gives you greatest radio coverage *at lowest cost.*

Nielsen figures show that WKZO gets 181.2% more daytime homes than Station B. Pulse figures, left, back up the Nielsen findings—credit WKZO with more than *twice as many listeners as Station B, morning, afternoon and night!* Yet WKZO costs only about 1/3 more than Station B!

Let your Avery-Knodel man give you all the WKZO facts.

AM-TV-FM

The Felzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

WKZO

CBS RADIO FOR KALAMAZOO
AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

** Maurice Richard set this National Hockey League record in the 1944-45 season, for the Montreal Canadiens.*

Subscription Tv Eyed For Probe by Kilgore

The West Virginia Democrat considers the engagement of radio-tv consultant Howard Chernoff as advisor for the senator's probe into "monopoly" in communications.

SEN. HARLEY M. KILGORE (D-W. Va.) is eyeing subscription tv as a subject he may want to examine in a proposed investigation of "monopoly" in the communications field when he becomes chairman of the Senate Judiciary Committee in the next Congress.

The West Virginian, who last winter loosed several blasts at what he said were "monopolistic" trends in common ownership of radio and tv stations and manufacturers of receivers and communications equipment [B•T, Feb. 22, *et seq.*], was to confer over the weekend with radio-tv consultant Howard Chernoff on the possible engagement of Mr. Chernoff as consultant for the probe.

Harold Miller, Sen. Kilgore's administrative assistant, said the senator is interested in pay-as-you-see tv and sees a possibility of monopoly in limiting programs under subscription tv to certain stations and viewers.

Sen. Kilgore also sees a monopolistic trend, the aide said, in a single corporation's control over manufacture of receivers and broadcast equipment, plus ownership of radio-tv stations and the power, through a nationwide network, to confer affiliations.

Although a station's original value might be—say $500,000—its value would be tripled or quadrupled through the award of a prized network affiliation—and this power lies with the network, the aide said.

APPEARING for defense of KGUL-TV Galveston in FCC hearing on protest by KTRK-TV Houston, actor James Stewart (r) checks detail of case with Examiner John B. Poindexter. Part owner of KGUL-TV, Mr. Stewart testified Thursday. KTRK-TV protested grant to KGUL-TV for site move nearer Houston. In hearing since mid-November, case is expected to run until Christmas [B•T, Nov. 1].

Mr. Chernoff, an old friend of Sen. Kilgore dating back to Mr. Chernoff's active management of West Virginia radio stations a decade ago, now is a radio-tv consultant on the West Coast. He also is an unpaid consultant for the Fund for the Republic and as such holds the reins over spending of about $3 million of the fund in television.

His last active station management was as general manager of KFMB-AM-TV San Diego, a position he resigned two years ago [B•T, Nov. 16, 1953]. Mr. Chernoff and his wife own 42.5% of WTAP-TV Parkersburg, W. Va. (ch. 15).

Although Mr. Chernoff would join the investigation as a "consultant," he would necessarily have to spend a major part of his time in Washington, Sen. Kilgore's aide said. Under such a setup, Mr. Chernoff presumably would be free to give some of his attention to his other interests.

Sen. Kilgore in his statements last winter asked the Senate Judiciary and Commerce committees and the Justice Dept. to look into the "monopoly" situation.

The Kilgore aide said last week that senators on the Commerce and Judiciary committees probably would come to "an agreement" on how to keep the proposed Kilgore probe from conflicting with the current investigation of the networks and uhf-vhf initiated in the summer by Sen. John W. Bricker (R-Ohio) as chairman of the Commerce Committee.

TOWER LIMIT TALKS SET FOR WEDNESDAY

THE Technical Division of the Air Coordinating Committee will meet Wednesday to consider the recommendation of the ACC's Airspace Subcommittee that tv towers be limited to 1,000 ft. above ground [B•T, Dec. 6, Nov. 29].

Meeting is scheduled at 2 p.m. in Civil Aeronautics Administration conference room (Room 1510, Temporary Bldg. 4) in Washington.

According to present arrangements, industry representatives will be asked to submit statements and make oral presentations to Technical Division members, following which the meeting will be closed to all but official members of the group.

The only broadcast representatives scheduled to be heard as of late last week, according to ACC sources, were NARTB, Assn. of Federal Communications Consulting Engineers and Lowell Wright, airspace broadcast consultant. Aeronautical interests will be Air Transport Assn. and Airplane Owners & Pilots Assn., it was said.

Members of the ACC Technical Division organization are:

F. B. Lee, administrator, CAA, who is chairman; John Hill, State Dept.; R. L. Froman, Civil Aeronautics Board; Capt. G. B. Campbell, Navy; Capt. S. C. Lindholm, Coast Guard (Treasury); Lt. Col. J. B. Gregorie, Army; Col. M. F. Casey, Air Force. John Evans, FCC Aviation Division chief, is the official FCC representative on the technical division group.

The Airspace Subcommittee, which judges the air hazard implications of all radio and tv towers more than 500 ft. above ground, recommended the 1,000 ft. ceiling for tv towers early last month. It urged that the ACC accept this limitation as national air policy. The ACC acts as an advisory committee to the President on air policy.

The memorandum, urging adoption of the 1,000-ft. height, suggested that exceptions could be made to that limitation where "obstruction" was shielded by other high structures. It also called on the FCC to take action to

VIC DIEHM Says:

Vcheck...

. . . . the latest "Pulse" before you buy the wealthy, recession-proof Allentown-Bethlehem market.

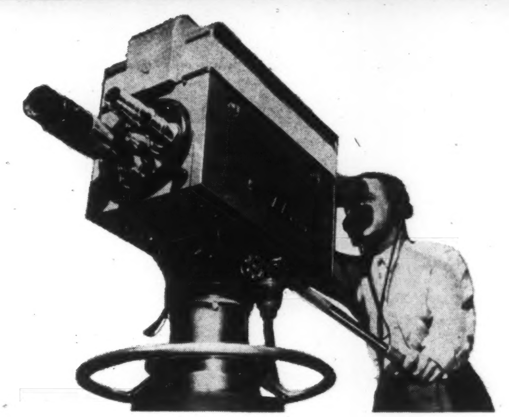
Now 1st WHOL*
ALLENTOWN, PA. CBS
(Represented by Paul H. Raymer Company)

2ND STATION 22.5%
3RD STATION 16.5%
4TH STATION 14.0%

* Average Share 30.0%
('PULSE' October 1954)

WHLM - Owned and Operated by Harry L. Magee

WVDA WHLM WAZL WIDE
Boston, Mass. ABC
Bloomsburg, Pa.
Hazleton, Pa. NBC-MBS
Biddeford-Saco, Me. MBS-Yankee
(Represented by Paul H. Raymer Company)



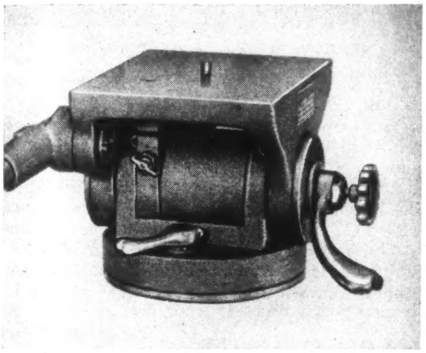
HOW TO GET A HEAD IN TELEVISION

Selection of the proper camera head is important for smooth television and motion picture production. With the many types of heads available, it is often a problem to know which one will best serve the purpose.

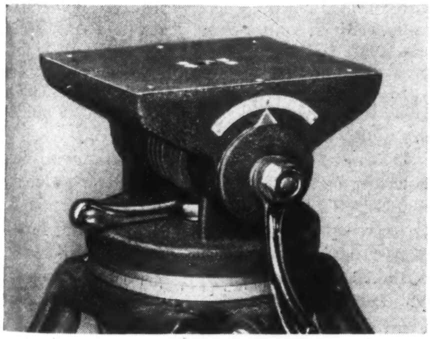
Shown here are the various types of camera heads made by Houston Fearless. Each has been designed to fill a specific need. Each has its particular characteristics, features and advantages. The proper choice can be determined by the type, size and weight of the camera to be mounted, the camera accessories to be attached, and the types of shows on which it will be used.

Working closely with the motion picture and television industries over a period of many years, Houston Fearless has engineered this equipment for maximum ease of operation, smooth performance and complete dependability. Exhaustive tests have proved the metals and other materials best suited for the purpose. Precision workmanship assures years of satisfactory service.

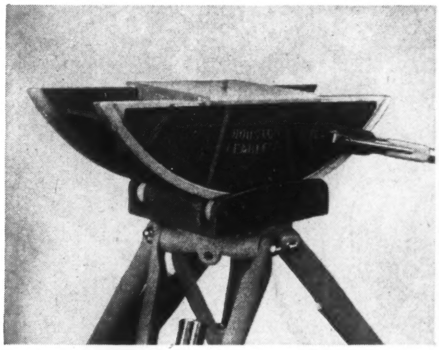
Before deciding on a camera head, camera mount, or film processing equipment, consult your Houston Fearless representative. He will be pleased to analyze your requirements and recommend the equipment that will serve you best. Write or phone: Houston Fearless, 11801 W. Olympic Blvd., Los Angeles 64, Calif., BRadshaw 2-4331. 620 Fifth Ave., New York 20, N. Y., CIrcle 7-2976.



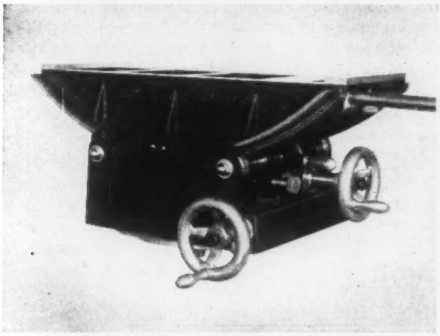
FRICTION HEAD. The most practical head for monochrome TV cameras and motion picture cameras weighing between 80 and 150 lbs. Provides smooth, easy panning and tilting. Pans full 360°. Tilts 45° up and 45° down. Adjustable drag and brakes provided on both actions. Camera is accurately counterbalanced. Adjustable to compensate for extra lenses, etc.



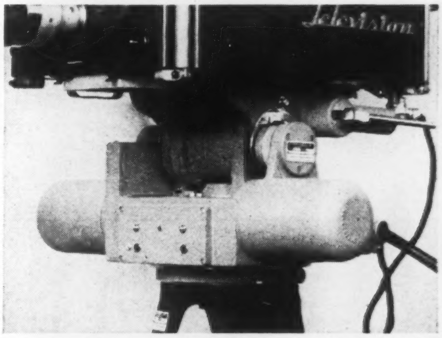
TILT HEAD. For fixed-position TV cameras or microwave parabolas. Friction-type action, but without drag adjustment. Camera or parabola may easily be positioned and locked in place. Calibration scales on both azimuth and tilt allow for quick re-setting of fixed points.



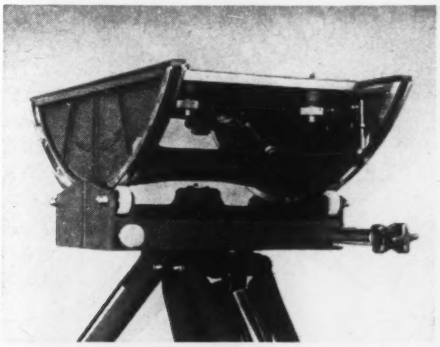
MONOCHROME CRADLE HEAD. Remarkable smoothness and ease of operation for black and white TV cameras are made possible by the perfect balance of the monochrome cradle head. The camera rotates around a constant center of gravity, always in absolute balance. Tilts down 38° and up 30° on ball bearing rollers. Tilt drag is adjustable. In panning, also rides on ball bearings. Brakes on both pan and tilt.



GEARED HEAD. Provides exceptionally smooth, constant-speed panning and tilting for television and 35mm motion picture cameras. Two geared speeds on both the pan and tilt. Gearing can be quickly disengaged so unit operates as a free head. In tilting, the head rotates camera about its center of gravity, maintaining absolute balance at all times. Full 360° panning is smooth and steady.



REMOTE CONTROL HEAD. Makes possible the operation of a TV camera from a remote point several hundred feet away. Panning, tilting, focusing and lens changing are accomplished with small electric motors operated from a portable control panel. Operation is smooth and steady. Speed is variable. Camera can be mounted in extremely high or low positions on stage, in auditoriums, stadiums, on rooftops and other inaccessible places.



COLOR CRADLE HEAD. Specifically designed for RCA color television cameras. Action is similar to monochrome cradle head. On both models, camera, with all accessories attached, can be balanced perfectly when mounted on the head simply by moving the top plate on the head forward or back with a lead screw. Adapted to fit all recommended tripods, pedestals or dollies.

"minimize" tv towers higher than 1,000 ft. The FCC is not bound by any other agency recommendation.

The FCC's national tv allocation plan is predicated on tv antennas 2,000-ft. above average terrain in all of the United States except the crowded northeastern and north central states. There the limit is 1,000-ft., after which a power decrease is required. The Commission has pending a proposal to eliminate the Zone I (Northeast and North Central areas) antenna height maximum [B•T, Nov. 29].

Tower Oppositions Swell FCC Docket

CONTINUED opposition to the FCC proposal to eliminate the 1,000-ft. tower limitation for tv stations in Zone I (heavily populated Northeast and North Central areas) was expressed last week by 12 tv stations in filing counter-comments to favorable comments filed by WBEN-TV Buffalo, WSAZ-TV Huntington, W. Va., and Sarkes Tarzian Inc. (WTTV [TV] Bloomington, Ind.) last month [B•T, Nov. 29].

Based mainly on the problems of interference, the following stations filed objections to the three comments in favor of the FCC proposals:

WCAU-TV Philadelphia, WGR-TV Buffalo, WWJ-TV Detroit, WKNA-TV Charleston (W. Va.), WLBC-TV Muncie (Ind.), WKJG-TV Fort Wayne, WFAM-TV Lafayette (Ind.), WAVE-TV Louisville, WOAY-TV Oak Hill (W. Va.), WTVR (TV) Richmond (Va.), WBRE-TV Wilkes-Barre, WILK-TV Wilkes-Barre, and radio station WTIP Charleston, W. Va. The latter said that instead of increasing antenna heights, the FCC ought to allocate more vhf channels in that region.

WBEN-TV countered the several dozen objections filed last month to the proposal by rebutting the oppositions. The Buffalo station and WSAZ-TV were instrumental in persuading the FCC to issue its notice of proposed rule making when they filed petitions asking for this move.

TOP FCC POSTS AWARDED TO TWO

APPOINTMENTS of James D. Cunningham as chief hearing examiner and Harold G. Cowgill as chief of its Common Carrier Bureau were announced by FCC last week. Both are major staff positions.

Mr. Cunningham, an FCC career employe, has been a Commission hearing examiner for 7½ years. Mr. Cowgill, onetime assistant chief of the Commission Common Carrier Bureau's Rates and Tariff Division, since last year has been executive vice president and general manager of ch. 17 WTVP (TV) Decatur, Ill. He has resigned these posts.

Except for military duty, Mr. Cunningham has been with FCC since it was created in 1934. Among the first hearing examiners to be appointed by FCC in mid-1947, he previously had been chief of the Renewals and Revocations Section. Before that he served as attorney in the hearing section and radio division of the Law Dept.

A veteran of World Wars I and II, Mr. Cunningham attained an Army reserve commission following the first war and was recalled to duty in 1940, later serving overseas as judge advocate. He left the Army in 1946 as colonel.

Born at Northampton, Mass., in 1899, Mr. Cunningham attended parochial schools at Holyoke and Georgetown U., Washington, where he received four degrees including his LL.M. in 1928. After private practice, he joined the Civil Service Commission in 1930 as attorney-examiner.

As FCC hearing examiner, Mr. Cunningham presided in the G. A. (Dick) Richards case, later the WMEX Boston renewal proceeding and more recently the KLZ-TV Denver case, the latter the first post-freeze comparative tv fight to reach final decision. Currently he is hearing the Boston ch. 5 applicants and has under consideration the records of the Miami ch. 7 contest and the San Antonio ch. 12 fight, plus two renewal of license proceedings. These involve WWBZ Vineland, N. J. (horse racing issue), and WMID Atlantic City, N. J. (ownership representations).

MR. COWGILL

MR. CUNNINGHAM

Mr. Cowgill, a native of Decatur where he was born in 1900, attended James Millikin U. and the U. of Illinois. He received his A.B. and LL.B. degrees from George Washington U., Washington. From 1935 to 1944 he served with FCC, resigning to enter private practice with the Washington radio law firm of Segal, Smith & Hennessey. He left that firm last year to join WTVP.

NLRB Denies Review In IBEW-KNGS Case

NATIONAL LABOR RELATIONS Board last week refused to consider an appeal by an IBEW local from an examiner's ruling that the board has no jurisdiction over its dispute with KNGS Hanford, Calif. (1 kw on 620 kc). The board said that in keeping with its policy adopted last summer it would accept no cases involving radio stations whose gross annual income was less than $200,000 [B•T, July 19]. KNGS' gross income for seven months since Jan. 1, 1953, was $85,000, the board said. It employs 10-11 men and covers a territory about 75 miles in radius, the NLRB report said.

Dissenting were NLRB members Ivar H. Peterson and Abe Murdock. Mr. Peterson held that NLRB's refusal to accept jurisdiction unless gross revenues were $200,000 or more eliminates from NLRB protection workers in 80% of the radio stations in the U. S. These stations, Mr. Peterson added, receive about half of the total revenues in the broadcasting industry. Almost all radio stations in communities of under 100,000 population—including clear channel, regional and local outlets—would be removed from the board's jurisdiction, Mr. Peterson said. He also said that 70% of network-affiliated stations would be exempt from NLRB jurisdiction.

BULLSEYE in the Detroit area
—for greater coverage!
—for greater response!

CKLW-TV
channel
9
325,000 WATTS

THE MOST POWERFUL RADIO AND TELEVISION COVERAGE IN THE MARKET!

CKLW
radio
800 kc
50,000 WATTS

CKLW-TV penetrates a population grand total area of 5,295,700 in which 85% of all families own TV sets.

Guardian Bldg., Detroit

CKLW radio covers a 15,000,000 population area in 5 important states. The lowest cost major station buy in the Detroit area.

Adam Young Television Corporation National Rep.

J. E. Campeau President

HENDRICKSON LAUDS TV CODE BOARD

Chairman of Senate Juvenile Delinquency subcommittee praises NARTB Tv Code Review Board for its 'forthright' statement to subcommittee, which admitted some errors in programming judgment had been made.

CHAIRMAN Robert C. Hendrickson (R-N. J.) of the Senate Juvenile Delinquency subcommitee last week commended NARTB's Tv Code Review Board for its "statement which finds some validity in our criticism of certain crime-horror films now shown on television." The Tv Code Review Board statement had been released the week before [B•T, Dec. 6].

Sen. Hendrickson, in a statement Wednesday, said that during the subcommittee's hearings on whether tv was a factor in juvenile delinquency, "a small but vocal segment of the industry cried havoc and sought through blanket denials of our criticism to absolve the entire industry."

The New Jersey Republican added: "Now the great weight of the major portion of the television industry shows both intelligence and responsibility by its forthright statement."

Sen. Hendrickson described as confession good for the soul the Tv Code Review Board's statement expressing doubt as to whether "portions of certain films are wholly within the spirit of the Code" and that the board had found "excessive violence" in some cases.

He commended the board's recommendations against "horror for horror's sake," sight or sound effects tending to shock the viewer and "detailed presentation of brutality or physical agony."

The subcommittee expects to file a separate report on television around the beginning of the 84th Congress.

McClatchy Asks FCC Approval To Buy KBOX Modesto, Calif.

APPLICATION for the purchase of KBOX Modesto, Calif., for $75,000 by McClatchy Broadcasting Co. from the Stanislaus Broadcasters Inc. was filed with the FCC last week. In seeking FCC approval, McClatchy proposes to divest itself of all interest in KWG Stockton, Calif.

McClatchy Broadcasting is the present owner of KBEE (FM) Modesto. If the sale receives FCC approval, McClatchy proposes to change the KBOX call letters to KBEE.

Other McClatchy broadcast interests are: KERN-AM-FM Bakersfield, KMJ-AM-FM-TV Fresno, KFBK-AM-FM Sacramento, all California, and KOH Reno. McClatchy newspapers are the *Sacramento Bee*, *Fresno Bee* and *Modesto Bee*.

FCC Drops Its Proposal For 5 Kw Uhf Minimum

ON BASIS of comments that it is unrealistic to require all uhf tv stations to use transmitters with a rating of at least 5 kw, FCC has withdrawn its proposal which would boost the power minimum from the present 1 kw rating. FCC said all comments to the proposal, issued last March, opposed the plan [B•T, March 22].

In its opinion and order setting aside the proposal, the Commission said industry members "submitted that there is no uniformity in the amount of power required by an individual uhf tv station to enable it to provide the best possible technical service to the area which it serves. It is noted, further, that power requirements vary with such factors as antenna heights, terrain, the size or nature of the area to be served, economic and competitive conditions and sensitivity of receiving equipment and antennas."

Since higher power means higher construction and operating costs for the stations, FCC concluded the power boost requirement "might result in discouraging the construction of television stations in small communities, thereby depriving such communities of service which might otherwise be rendered."

WSFA-AM-TV Sale Delayed

WSFA-AM-TV Montgomery, Ala., was advised last week by the FCC that its application to sell the stations to WKY Radiophone Co. (WKY-AM-TV Oklahoma City) for $562,600 and the assumption of over $500,000 in obligations [B•T, Oct. 4] warranted a hearing.

Petition that the sale of the stations be set for hearing was made by WCOV-AM-FM-TV Montgomery, Ala., and KWTV (TV) Oklahoma City. The petition charged that the Oklahoma Publishing Co. (*Oklahoma City Daily Oklahoman* and *City Times*), parent company of WKY, was a monopoly and practiced advertising and news discrimination against KWTV and others [B•T, Nov. 8].

$ 49,000,000
FEED
MANUFACTURERS
PAYROLL
IN
WIBW-TV
LAND

It's In The Bag!

. . . . and $49 million is only 3.7% of total income in WIBW-TV's coverage area!

With higher power and 1010 foot tower, WIBW-TV is the No. 1 salesman in 128,564* TV homes in 44 counties in three states.

These folks dispose of over a billion dollars yearly. To get *your* share, hire Topeka's only TV station—WIBW-TV.

* Excluding Kansas City and St. Joseph, Missouri

CBS—DUMONT
—ABC
Interconnected

WIBW-TV
SEE YOUR Channel 13 VHF CAPPER MAN
The Kansas View Point

TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka
KCKN in Kansas City

Plan Test Case of Wis. Ruling Against 'Banko'

TEST CASE will be made shortly by William Stanley Productions, Rockford, Ill., in connection with the Wisconsin Attorney General's opinion that the firm's television bingo game, "Banko," violates the state's lottery laws.

The opinion claims that the program as constituted and carried in La Crosse on WKBT (TV) is illegal, according to William Laven, co-owner along with Stanley Levy of the package. Mr. Laven told B•T he would make a test case of the opinion, which he said had the effect of stopping the show *per se* under Wisconsin laws. He declined to specify what action he would take.

At the same time, Mr. Laven told B•T he planned to confer this past Friday with authorities regarding a similar opinion issued in Springfield, Ill. Constitutionality of "Banko" under Illinois laws was questioned there by Atty. Gen. Castle in response to an inquiry from a State's Attorney in Sangamon County. The game was subsequently dropped by WICS (TV) Springfield pending discussions [B•T, AT DEADLINE, Nov. 29].

Mr. Laven said his program has been sold in seven markets and feels it is "perfectly within the laws," even though applications vary in different counties in different states. He said that before the series went on television, he had "cleared" with the FCC as to its legality within Federal regulations. He also cited the U. S. Supreme Court decision covering giveaway shows.

The program debuted on WTVO (TV) Rockford last September and contracts have been negotiated for airing "Banko" on WOC-TV Davenport and KWWL-TV Waterloo, both Iowa, WMTV (TV) Madison and WKBT (TV) La Crosse, in Wisconsin, among others.

Florence Semi-Satellite Sought by KELO-TV

APPLICATION for a semi-satellite tv station on ch. 3 at Florence, S. D., was filed with the FCC last week.

Applicant is The Hills Broadcasting Co., wholly-owned subsidiary of Mid-Continent Broadcasting Co., owner of KELO-AM-TV Sioux Falls, S. D. The Hills Broadcasting is former permittee of ch. 7 KTLV (TV) at Rapid City, S. D. This permit was surrendered last September.

The Hills Broadcasting proposes to build the semi-satellite ch. 3 station at Florence, 14.8 miles from Watertown, S. D., where that channel has been assigned. The proposed station will cover the cities of Huron, Aberdeen and Watertown, the application disclosed.

The proposed semi-satellite will operate in much the same manner as the presently operating ch. 11 KELO-TV.

Mid-Continent Broadcasting, is equally owned by President N. L. Bentson, Vice President Edmond R. Rubin, and Secretary-Treasurer Joseph L. Floyd.

Tupelo, Rapid City Tvs Granted by Commission

GRANTS for two new tv stations at Tupelo, Miss., and Rapid City, S. D., were issued by the Commission last week.

- At Tupelo, a new tv station on ch. 9 was granted to Tupelo Citizens Tv Co. to operate with an effective radiated power of 26.9 kw visual, 13.5 kw aural and with antenna height 370 ft. above average terrain.

Tupelo Citizens is composed of a general partnership including Frank K. Spain (35%), director of engineering at WHEN-TV Syracuse and former NBC tv development engineer, and Joseph G. Petit, NBC tv development engineer.

- At Rapid City, grant of the ch. 3 facility there went to Black Hills Broadcasting Co. of Rapid City to operate on effective radiated power of 1.4 kw visual and 0.8 kw aural, and with an antenna height above average terrain of 260 ft.

Black Hills Broadcasting is owned by Helen S. Duhamel, stockholder of KOTA Rapid City.

Meanwhile, the FCC denied the application of KTVR (TV) Hot Springs, Ark., to replace its expired construction permit. The ch. 9 station sought delay in the construction in order to attract new local capital to join in the tv venture. The Commission did not believe this was sufficient reason.

Paramount Discloses Foreign Tv Holdings

PARAMOUNT PICTURES Corp., owner of KTLA (TV) Los Angeles and of 27% of Allen B. DuMont Labs Inc. (WABD [TV] New York, WTTG [TV] Washington and WDTV [TV] Pittsburgh) also has an interest in two tv stations in Canada and several in Morocco, it was revealed by Paul Raibourn, Paramount Pictures' television executive, last week. Sale of WDTV to Westinghouse Broadcasting Co. awaits FCC approval (see page 68).

Mr. Raibourn, testifying in the Boston ch. 5 hearing in Washington, in response to cross-examination said that Paramount owned 51% of Famous Players Canadian Corp., which held partial interests in the two Canadian tv stations. The stations were not identified.

He also said that Paramount Pictures has a "small interest" in a corporation which has an interest in "tv stations" in Morocco.

And, Mr. Raibourn said, Paramount Pictures owns 64% of International Telemeter Corp., which has developed a subscription television system, and a 50% interest in Chromatic Television Labs. The other 50% in Chromatic, Mr. Raibourn said, was held by Gaither & Co.—consisting of Rolland Gaither, president of the Ford Foundation, and Ernest Lawrence, inventor of the Lawrence color tube.

FCC Rescinds Memphis Am To Consider Oxford Bid

FCC last week rescinded its grant of a fortnight ago to Tri-State Broadcasting Service for a new daytime am station on 1430 kc with 1 kw at Memphis, Tenn., because of the competing application filed by Ole Miss Broadcasting Co. for the same facility at Oxford, Miss.

Tri-State had filed its original application in February 1953 for 730 kc. This was amended to specify 1430 kc. Ole Miss had originally submitted its bid in July and October of 1954, but the FCC returned the applications. Ole Miss' bid for the 1430 kc facility was accepted by the FCC in November of this year.

Fla. Citrus Comm., Too . . .

USE of WFCC call combination for a new radio station at Haines City, Fla., by KWK Inc. was turned down by FCC because of the connotation with the initials of the Commission. KWK Inc., operator of KWK St. Louis, wanted the Haines City call to symbolize "Florida Coast to Coast." No alternative call has been assigned for the new station, to operate 10 kw day on 540 kc.

CONELRAD KITS SENT OUT; PUBLIC APATHY CITED

Radio and tv stations get programming materials as FCDA points to recent Politz survey which found only 4% of households knew of emergency dial settings on receivers.

KITS to further acquaint the public with the Conelrad program are being distributed to radio and television broadcasters, the Federal Civil Defense Administration has announced.

FCDA also has released detailed results of a survey on Conelrad, a part of the Alfred Politz Research Inc. national study released in September [B•T, Sept. 27].

The study, based on interviews of 11,020 households and validated by Advertising Research Foundation, found that not many people are familiar with Conelrad (Control of Electromagnetic Radiation).

Some 17.7% of the households interviewed had heard of special plans for use of radio for civil defense purposes in an emergency, while 82.3% had not. Only 4% knew of the 640 and 1240 kc dial settings, to which broadcasters would switch to air emergency CD messages while at the same time avoiding the danger of "homing" by enemy bombers on radio frequencies.

Some 8.3% had heard of Conelrad or partly understood the plans, while 5.4% (all included in the 17.7% figure) had no particular knowledge of the plans.

The Politz study, made in May 1954, showed 94.7% of U. S. households have either auto or home radio sets in working order, but 94.1% of the total homes had no dial marked with the 640-1240 kc CD settings.

The Conelrad kits contain printed spot announcements for radio and tv and scripts for two films FCDA expects to release in about a month—one 10 minutes and the other one minute.

The kits also contain FCC material on the authorization and activities of Conelrad. Two five-minute radio scripts are included.

The 10-minute film script, for which FCDA expects to have film clips ready for distribution to tv outlets in about a month, dramatizes the story of the 1941 Japanese bombing of Pearl Harbor, concluding that Honolulu radio stations inadvertently led enemy bombers to the target—something which might not have happened had an effective Conelrad system been in use. The film then reviews the devastation of an atomic attack and the need for Conelrad.

Territorial Class IIs

PROPOSAL to allow secondary Class II stations in the U. S. territories to operate unlimited time on American clear channels was made final by FCC last week over protests by Clear Channel Broadcasting System and NBC. Effective Jan. 10, the new policy was initiated a year ago to allow stations in the territories to have the same rights as Class II foreign stations which in many cases are even closer to the continental U. S. [B•T, Nov. 30, 1953]. Such new stations may not deliver over 5 microvolts per meter groundwave day or night or 25 microvolts per meter 10% of the time skywave at night at any point within the continental U. S.

Cities Service
digs *with* diamonds...

$6,500 diamond-studded bits like these are used for penetrating extra-hard rock formations by

CITIES SERVICE
A Growth Company

FTC Plans Court Action On Violators of Orders

THE Federal Trade Commission will bring court action against those firms which persist in unfair trade or monopolistic practices despite formal FTC actions forbidding them, Earl Kintner, general counsel, said last fortnight.

Mr. Kintner, who addressed the District of Columbia Bar Assn., said "flagrant" violations of FTC cease-and-desist orders have been discovered through a current commission survey. He said that FTC Chairman Edward H. Howrey ordered the survey when he found that in 4,000 of the 4,500 old cease-and-desist orders in force, the commission had virtually no knowledge whether the companies concerned were obeying the orders. The survey began July 1 and about 100 cases are being reviewed each month, Mr. Kintner declared.

The FTC general counsel asserted that while the commission has embarked on a policy of using voluntary procedures to enlist the cooperation of businessmen in avoiding improper advertising and competitive methods, it will use "hard-hitting enforcement, wherever we find unwillingness to comply." Mr. Kintner told B•T that the advertising he referred to included radio-tv. He said the FTC maintains one set of standards for all advertising.

Because of limited funds, Mr. Kintner declared, the commission has tried to concentrate on cases of "great public interest," such as the investigation of the New York coffee market and of the health and accident insurance industry for false and deceptive advertising.

1st AGAIN

The Billboard Magazine 1954 Disk Jockey Poll
Rates Charlie Walker, KMAC's Great Announcer,

1st IN SAN ANTONIO
1st IN TEXAS
6th IN THE NATION

The only San Antonio announcer even rated by Billboard in 1954

San Antonio's No. 1 Personality
on San Antonio's No. 1 Station

KMAC
27 YEARS OF SERVICE
MUTUAL ON 630

Decision Pends on RCA Plea To Switch Suit to Delaware

DECISION was reserved last Wednesday by Senior Judge John C. Knox of the U. S. District Court for the Southern District of New York on an RCA motion to transfer the Justice Dept.'s civil anti-trust suit against RCA to the Delaware District Court [B•T, Nov. 29].

Counsel for RCA argued the suit should be tried in Delaware because it dealt solely with patent-licensing matters that were the subject of a 1932 consent decree filed in the Delaware court. RCA maintained that the Delaware court "has reserved continuing jurisdiction with respect to the consent decree of 1932 and activities of RCA and others thereunder."

In countering the motion, counsel for the Justice Dept. stated that the primary consideration in such a legal action is "convenience." The government contended that since witnesses and records relating to the suit are available in New York, the New York court should have jurisdiction.

The suit was filed by the Justice Dept. in the New York District Court on Nov. 19 [B•T, Nov. 22]. It accused RCA of monopolizing and conspiring to restrain competition in radio-tv licensing business. Named as co-conspirators, but not as defendants, were GE, Westinghouse, AT&T, Bell Labs and Western Electric Co.

FTC Commissioner Proposes Parley on Insurance Ads

FEDERAL TRADE Comr. Lowell B. Mason last week proposed that interested members of the health and accident insurance industry file an application with the FTC for a trade practice conference aimed at working out problems to prevent misleading advertising.

Last October the FTC charged 17 firms in the field with false and misleading advertising [B•T, Nov. 22, Oct. 25]. Comr. Mason, addressing the South Bend Chamber of Commerce, said, "Whenever a bad business habit is engaged in by a group of companies, I have found . . . the same . . . is apt to be repeated throughout the industry." He said that he was not discussing the validity of those charges.

Mr. Mason said the FTC "has always been more than cooperative wherever respondents evidence a willingness to come forward and dispose of complaints in this manner."

FCC Deletes WCOV, WORX

FCC last week deleted standard stations WCOV Montgomery, Ala., and WORX Madison, Ind. The deletion of WCOV is a fullfilment of the Commission's condition to the purchase of WJJJ Montgomery by Capitol Broadcasting Co., licensee of WCOV-AM-FM-TV [B•T, Oct. 6].

At Madison, the FCC dismissed the application of WORX for extension of time to complete the 1440 kc station. Construction permit was forfeited and the call letters were deleted.

WIBG Sale Approved

TRANSFER of control of Seaboard Radio Broadcasting Co., licensee of WIBG-AM-FM Philadelphia and 84%-owner of WIBG-TV there, to station President Paul F. Harron was granted by the FCC last week.

Transfer results from the sale by socially-prominent Jack Kelly and family of 30% interest for $250,000. Mr. Harron, presently owner of an identical 30% interest, purchases approximately 28% of the Kelly family interest.

Andrew
CORPORATION
363 EAST 75th STREET · CHICAGO 19

PERFORMANCE GUARANTEED* SYSTEMS

FEATURING

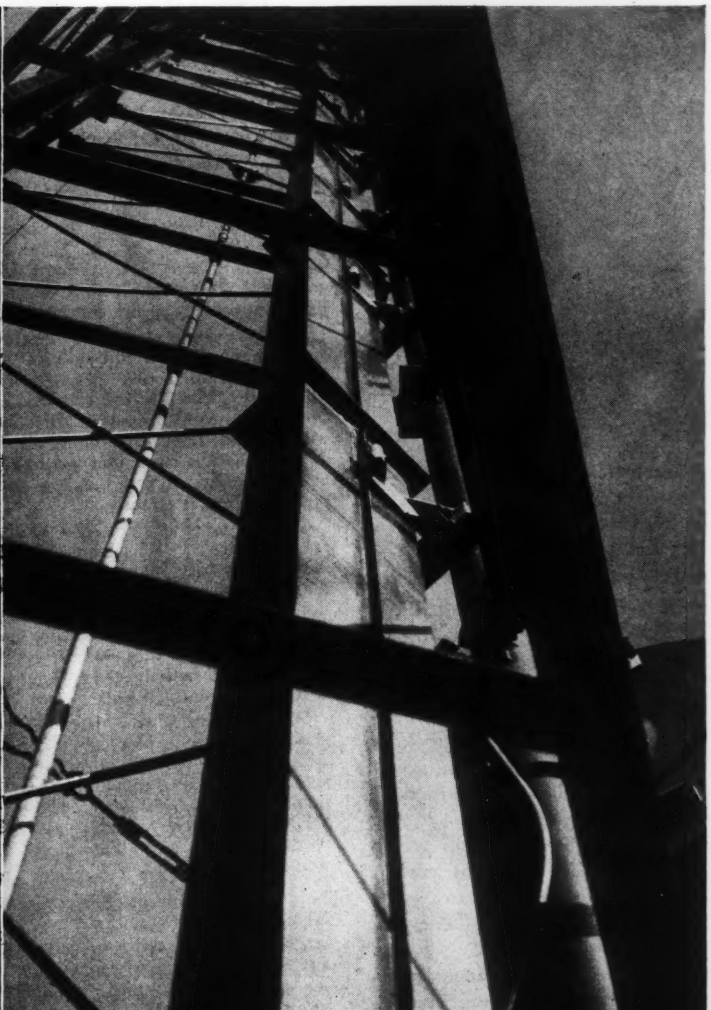
VSWR low enough for color television

- *New Andrew copper clad steel waveguide*
- *Andrew UHF Coaxial line*
- *Andrew high efficiency Steatite line for VHF*

Andrew transmission systems for today's TV will not be obsoleted by tomorrow's colorcasting—

* Our high technical standards are backed by a 20 year record of accepting *systems* responsibility, and we invite you to write for a copy of our guarantee policy.

Andrew will design and engineer a complete system for your station *now* —and accept a contingent order to be placed through your transmitter manufacturer at a later date.



WBRE-TV SETS MILLION-WATT OPERATION

Wilkes-Barre outlet completes RCA installation to be first uhf station to reach maximum authorized for such tv stations.

FIRST million-watt commercial broadcast station in the nation was set to take to the airwaves last weekend.

WBRE-TV Wilkes-Barre, Pa., operating since Jan. 1, 1953, on uhf ch. 28, was ready to throw the switch putting into operation its new RCA 25-kw uhf transmitter and its new RCA 46-gain uhf pylon antenna.

It is the first station to reach maximum power authorized for uhf stations by the FCC. The Commission's rules permit uhf tv stations to radiate 1,000 kw effective radiated power. This is based on the assumption that 1,000 kw will give uhf stations the equivalent in coverage of the 100 kw maximum permitted for low-band vhf stations and the 316 kw permitted high-band vhf stations.

Station, a basic NBC-TV affiliate serving the northeastern Pennsylvania cities of Wilkes-Barre, Scranton, Nanticoke, Sunbury, Hazelton, Shenandoah and Honesdale, is owned by Louis G. Baltimore. It has been operating with 225 kw visual power and serving an estimated 1.3 million people in a 40 mile radius from its Wyoming Mt. antenna site. The antenna site is four miles east of Wilkes-Barre.

With its new giant voice, WBRE-TV estimates it will reach more than 2 million people in 20 counties within a 60 mile radius from its antenna site. It is believed a strong, usable signal will reach Binghamton, N. Y., on the north; Easton, Pa., on the east; Reading, Pa., on the south, and Williamsport, Pa., on the west.

Eliminate Shadows

The new 1,000 kw power should eliminate, or minimize, most of the shadow areas in its service area, David M. Baltimore, WBRE-TV general manager, said Friday at dedication ceremonies in Wilkes-Barre. He explained that when WBRE-TV went from 18 kw to 225 kw many shadow areas disappeared and a number of major trouble spots dropped to minor irritations.

The station held a luncheon for 200 at the Hotel Sterling in Wilkes-Barre Friday. Attending were RCA and NBC executives, state, county and city officials, industrial and civic leaders and newsmen. After the luncheon the guests were conducted on a tour of the Wyoming Mt. installation.

The RCA 25 kw transmitter is actually two 12½ kw transmitters whose output is combined into a single network feeding the antenna. The transmitter has been installed and testing for the last two weeks. Cost was estimated at $200,000.

The new antenna, 96 ft. tall, is atop a 330-ft. tower. It is 1,220 ft. above average terrain. Wyoming Mt. is 2,100 ft. above sea level. The antenna has been on test at RCA's Camden, N. J., factory for the past 10 days. It was due to be installed this weekend. Winter conditions at the antenna site prevented the removal of the old antenna and the installation of the new one in time for the Dec. 10 ceremonies. However, it is believed this substitution will be accomplished during the weekend or early this week.

The installation was done by RCA engineers. Charles Sakoski Sr. is chief engineer of the station.

WBRE-TV went on the air 90 days after receiving FCC approval in 1952. Early th year the station was equipped for netwo color.

EYEING the RCA super-power pylon antenna, under test at Camden, N. J., before being installed at WBRE-TV Wilkes-Barre, Pa., are (l to r): station genera manager David M. Baltimore and RCA broadcast equipment marketing manage A. R. Hopkins.

Celebrating its 30th anniversary Dec. 30 w by NBC affiliated WBRE, which operates 1340 kc with 250 w.

Next station with 1,000 kw apparer will be a Wilkes-Barre uhf tv station. ch. 34 WILK-TV, which is having a kw transmitter installed with prospects booming 1 million watts into the area ear next month. GE is using two 23 kw tran mitters in tandem to put 45 kw into its regula five-bay, 25-gain helical uhf antenna. Th transmitters use four visual and two kylstr power tubes. WILK-TV is affiliated with AB and DuMont.

RCA has reported that it already has a order for a 1,000 kw uhf installation fro KPTV (TV) Portland, Ore.

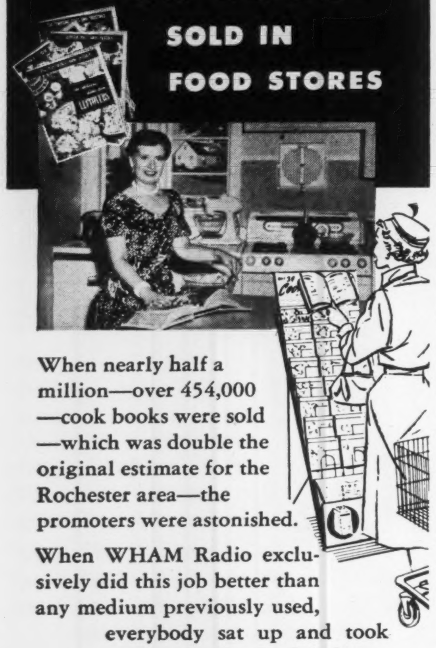
WIRI (TV) Begins; Tvs Now Total 417

WIRI (TV) Lake Placid-Plattsburg, N. Y delayed because of equipment difficulties, bega commercial programming last Thursday following test pattern transmission on Wednesday Joel H. Scheier is president and general r ager of licensee Great Northern Television The ch. 5 station is the first local tv in th area, with the nearest competitor 100 mi away. WIRI is equipped with a DuMont package and represented by Adam Young Tv Corp

The total number of tv stations programmin now stands at 417.

KFJI-TV Klamath Falls, Ore., which re ceived a grant for ch. 2 early this month, plan to purchase General Electric equipment, in cluding a 5 kw transmitter, 3-bay antenna an complete studio and film equipment. Engineer ing estimates, the station claims, indicate tha it will effectively cover northern California an southern Oregon, including the Klamath basi and Roge River valley. Alan K. Abner, man ager of KFJI, will direct the tv property. W. D Miller is president.

OVER
454,000
COOK BOOKS
SOLD IN
FOOD STORES



When nearly half a million—over 454,000—cook books were sold—which was double the original estimate for the Rochester area—the promoters were astonished.

When WHAM Radio exclusively did this job better than any medium previously used, everybody sat up and took notice—in the food industry . . . in the publishing business . . . and in radio.

It was WHAM's persuasive personalities who sent customers into the stores to buy the famous 24-volume "Encyclopedia of Cooking."

In cook book parlance, the best recipe for getting your share of the 22-county market that spent an estimated $415,855,000 for food in 1953* is WHAM radio.

Want more proof? Ask us or the Hollingbery man to give you the details of this stupendous radio success story.

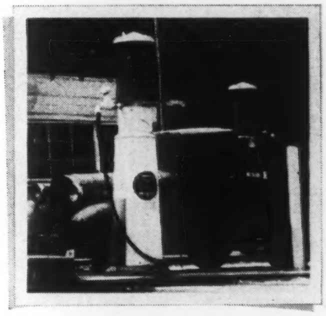
*Sales Management Survey of Buying Power, 1954

50,000 watts • clear channel • 1180 KC

WHAM
ROCHESTER RADIO CITY
The Stromberg-Carlson Station
AM-FM ★ NBC Affiliate
Geo. P. Hollingbery Co., Nat'l Rep.

SELLING WESTERN NEW YORK, NOT JUST ROCHESTER

What changed this picture?



If you ever drove up to that old-fashioned pump and said "Fill her up!" you'll remember that you got the gasoline. But that's all you got!

Because the primitive fuel *pump* was a long way down the road from the *service station* of modern times. We know, because we pioneered a surprising number of the customer services the petroleum industry has since adopted.

Like water and air wells. We first sank them on the pump island so you could get gasoline, water and air in one place.

Like windshield washing service. We introduced the individual clean towel and special fluid—and first washed your car's windows all the way around.

Like the cash box on the pump island—the quicker to make change and save you time.

Like famous Union "Minute Man Service" that, at its best, even empties the ash trays, brushes out and dusts off your car.

Like the full-time cleaning and painting crews that keep Union's 4500 stations in the West the glistening white that invites you in.

When we introduced them these were "bonus services," extras you didn't expect. Today you take them for granted when you buy gasoline.

You do because the oil companies—in constant competition for your business—are continually improving their products and expanding their services.

For in America's free competitive economy, *making things increasingly better for the customer is the only way to make any progress for yourself.*

76
UNION
UNION
MINUTE MAN SERVICE
7600
The Finest

Union Oil Company
OF CALIFORNIA

Your comments are invited. Write: The President, Union Oil Co., Union Oil Bldg., Los Angeles 17, Calif.

SPEAKING FOR QUALITY...

the ALTEC LANSING

DUPLEX

Speaker

Your final measure of audio quality is the monitor speaker. That is why the best quality is a must for monitor speakers in every AM, FM and TV station. You are sure of the best quality . . . GUARANTEED quality . . . with Altec's famous "Duplex" speakers. Altec guarantees these speakers will reproduce all of the tones from 30 cycles to 22,000 cycles when mounted in a properly designed cabinet. Only Altec Lansing Corporation gives you this guarantee of quality.

ALTEC "Duplex" speakers give you the same high quality and dependability as Altec broadcast consoles, Altec microphones and amplifiers. Altec quality is quality you can trust!

There are three Altec "Duplex" speakers to choose from: the 604C, latest model of the famous Altec 604 "Duplex," 15", 35 watts continuous power rating; the lighter 602A, 15", 20 watts continuous rating; and the 12" 601A with 20 watt power capacity . . . all three guaranteed from 30 to 22,000 cycles . . . the perfect monitor speakers.

A SOUND REPUTATION SECOND TO NONE

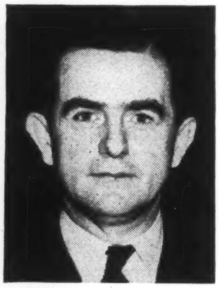
ALTEC® LANSING CORPORATION

Distributed by GraybaR

9356 Santa Monica Blvd., Beverly Hills, Calif.
161 Sixth Avenue, New York 13, New York

James Succeeds Gittleson Jan. 1 as WJAR-TV Manager

APPOINTMENT of Peter B. James, manager of Weed Television, as manager of WJAR-TV Providence is being announced today (Monday) by George O. Griffith, vice president and treasurer of the Outlet Co., licensee of WJAR-AM-TV.



MR. JAMES

Mr. James will succeed Norman Gittleson, who is resigning the WJAR-TV managership [CLOSED CIRCUIT, Nov. 29]. The changes are effective Jan. 1.

Associated with television since early 1946, Mr. James has been with the Weed station representation organization for the past seven years. He was one of the founders of the television department of Weed & Co., and has been manager of Weed Television Corp. since it was established as a separate entity about a year ago. He formerly was business manager of *Television* magazine.

WJAR-TV, which went on the air in July 1949, is on ch. 10 and is slated to go to full power of 316 kw with a 1,020-foot tower in mid-January.

Gaston Grignon Dies at 61; Was Retired WISN Executive

GASTON W. GRIGNON, 61, retired vice president and general manager of WISN Milwaukee, died last Monday after a long illness with bronchial asthma. Funeral services were held Thursday.

MR. GRIGNON

Mr. Grignon was one of the nation's radio pioneers and one of the first full-time radio editors of a newspaper. From 1920 to 1924 he was reporter, assistant city editor, radio editor and radio program director for the old *Wisconsin News*. He joined WISN (then WSOE) in 1924, becoming station manager, promotion manager and publi events director. In 1932 he was named genera manager and subsequently was elected vic president. Call letters were changed to WIS in 1927.

Radio first became a hobby for Mr. Grigno when he caught a glimpse of the wireless "contraption" at a dinner. He was so impresse with it that he persuaded the host to sell it.

Mr. Grignon was born in Menominee, Mich He attended the U. of Illinois and busines college in Marinette, Wis., before beginnin his newspaper career. He was a reporter fo the *Milwaukee Sentinel* from 1918 to 1920.

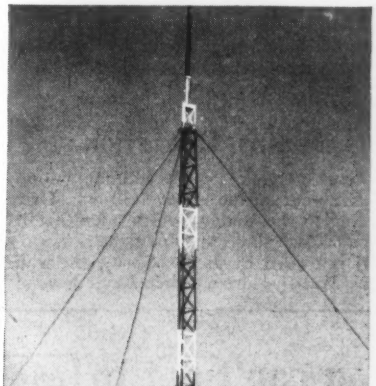
Surviving are his wife and three daughters.

KPHO-TV Readies for Color

TRANSMISSION of network color program over KPHO-TV Phoenix will begin withi "several weeks," Richard B. Rawls, KPHO-T general manager, has announced. He said "a equipment now is installed and preliminar tests have been made." The announcement i dicated that color test patterns will begi shortly.

. . . NOT ONE TRUSCON TOWER

downed in recent eastern hurricanes!



WCOP-FM, Boston, Mass.
Truscon guyed tower, 409 feet tall.

Tall, straight Truscon Towers took the worst that Hurricanes Carol and Hazel had to offer—and Truscon has not had a single report of a Truscon Tower failing before either of these terrific onslaughts. Here, certainly, was a dramatic demonstration of the ability of Truscon Towers to withstand the most severe weather conditions.

You can get this kind of dependable performance every time with a Truscon Tower. Years of unmatched technical experience combined with the most modern facilities go into their manufacture.

Just name the height your antenna must reach; Truscon will engineer and construct the tower you need . . . tall or small . . . guyed or self-supporting . . . for AM, FM, TV, or Microwave transmission. Your phone call or letter to any Truscon district office or to "tower headquarters" in Youngstown will get your tower program going promptly.

TRUSCON
MARK OF MERIT PRODUCTS

TRUSCON STEEL DIVISION
REPUBLIC STEEL
1074 ALBERT ST. • YOUNGSTOWN 1, OHIO
Export Dept: Chrysler Bldg., New York 17, N.Y.

REPUBLIC STEEL

A NAME YOU CAN BUILD ON

WCBS Cites Radio Set Spurt In N. Y. Metropolitan Area

HIGH LEVEL of radio set buying in the New York metropolitan area is pointed up in a special tabulation released last week by CBS Radio's WCBS New York which shows that although the area accounts for 9% of the country's radio families, it absorbed 16.7% (or 629,860) of total U. S. radio set sales to dealers from January through September 1954.

WCBS' tabulation, according to General Manager Carl Ward was made from RETMA figures and covered metropolitan New York's 17 counties but did not include figures of new auto radios purchased by New Yorkers. The healthy buying of radio sets in the New York area, Mr. Ward noted, compared with tv set shipments there of 346,514 (55% of the radio total) during the same period.

"This is the strongest kind of evidence that New Yorkers are buying lots of radio sets for the kitchen, bedroom, bathroom, den and playroom," Mr. Ward declared. "It is another example of the new personalized listening to radio that has taken place since the advent of tv. It is further evidence of radio's remarkable ability to build added listening by reaching people wherever they are and regardless of what they are doing."

WPON Begins Operation

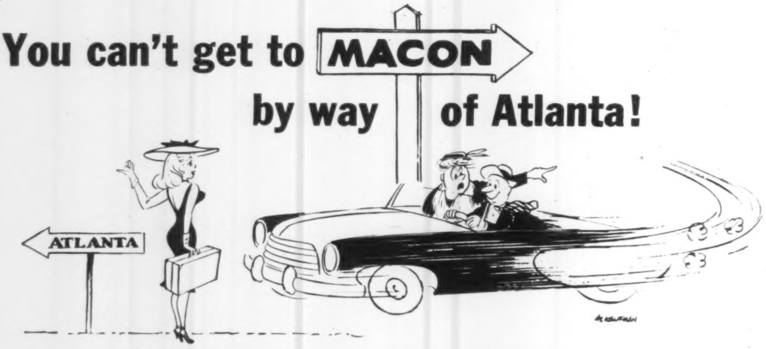
WPON Pontiac, Mich., 500 w fulltime station on 1450 kc, went on the air at 5:30 a.m. Dec. 2, according to the station, which adds that it will program each day until midnight.

WPON is owned by James Gerity Jr., who also owns WABJ Adrian, Mich., and has an interest in WNEM-TV Bay City, also Mich.

David Norton has been appointed WPON station manager, and Larry Payne, formerly with WABJ, has been named chief engineer. Hil F. Best Co. has been appointed WPON national representative.

WARREN S. BOOTH (r), president of the *Detroit News*, pushes the button to put into operation the new 1,063½-ft. tower and 100 kw transmitter of its WWJ-TV there. Also participating in the Nov. 22 televised ceremony is Edwin K. Wheeler, general manager of WWJ-AM-TV. The new facilities extend station coverage to a radius of 100 miles with a population of almost six million people in Michigan, Ohio and Ontario, station says.

You can't get to MACON by way of Atlanta!



Macon is 93 miles from Atlanta! So it stands to reason that Atlanta TV stations are not covering the Macon area with an adequate signal. If you want to reach this middle Georgia market, heretofore untapped by TV, there's only one station that can do a job for you — WMAZ-TV!

Only WMAZ-TV adequately serves the well-balanced industrial and agricultural Macon market for you!

Write for free brochure on Macon market and WMAZ-TV specifications, rates, etc.

Only 10 of the 47 counties now blanketed by WMAZ-TV received "good" service from any other station. Significantly, the remaining 37 counties in WMAZ-TV's 47-county area represent . . .

. . . 80% of this area's population!

. . . 81% of retail sales!

NOW — ON WMAZ-TV's FIRST ANNIVERSARY*

FULL POWER — 316 kw ERP

NETWORK COLOR PROGRAMMING

WMAZ-TV dominates the Macon Area audience, Morning, Afternoon and Night. (Pulse)

***September 27th**

WMAZ-tv

MACON, GEORGIA • CHANNEL 13

CBS, DUMONT & ABC NETWORKS

Ask your

AVERY-KNODEL

man

WLYC-AM-FM Executive Fights Ban of Major Games

SOLICITATION of listener support to prevent a ban on broadcasting of major league baseball games in non-league cities has been started by W. Richard Carlson, vice president and general manager of the Lycoming Broadcasting Co., operators of WLYC-AM-FM Williamsport, Pa.

Mr. Carlson decried the minor leagues' action in calling for prohibition of broadcasts of major league contests on any but the hometown station of the team and asked listeners, in a tape-recorded message broadcast hourly by the stations, to write letters to the New York Yankees (whose games WLYC-AM-FM broadcasts) indicating their desire to hear Yankee games, disapproval of the minors' action, and support of any major league action to ignore the minor leagues' recommendations.

Diehm Names Gilmore, Hunter To Inter-Station Positions

POLICY EXPANSION whereby certain executives will handle activities for the five stations in its group, has been announced by Victor C. Diehm, president of Vic Diehm Assoc. Stations (WVDA Boston; WAZL-AM-FM Hazleton, Pa.; WHLM Bloomsburg, Pa.; WIDE Biddeford, Me., and WHOL Allentown, Pa.). John C. Gilmore, formerly in a sales promotion post with WGH Norfolk, Va., moves to the Diehm group as director of sales promotion for the five outlets. Mr. Gilmore will headquarter at WVDA. John Hunter of WKNK Muskegon, Mich., returns to the Diehm operation where he began his broadcasting career. Mr. Hunter joins the technical staff and he, too, will cover the five stations and headquarter at WVDA.

KTVX (TV) Goes to 316 Kw

KTVX (TV) Muskogee, Okla., boosted its power from 45 kw to 316 kw last Tuesday. According to John T. Griffin, president; James C. Leake, executive vice president, and L. A. Blust, vice president-general manager of the Tulsa Broadcasting Co., the transmitter was installed within a three-week period at the tower site on Concharty Mt., about midway between Tulsa and Muskogee.

The increase, according to the station, now carries the KTVX ch. 8 signal to nearly a million people over 31 counties of eastern Oklahoma, southern Kansas, western Arkansas and the tip of southwestern Missouri.

Anheuser Buys on WTVI (TV)

ANHEUSER-BUSCH INC. (Budweiser beer), through D'Arcy Adv. Agency, St. Louis, has purchased for $32,900 one-half of the 26-week *Million Dollar Movie,* National Telefilm Assoc. package, to be shown over WTVI (TV) there. The currently-released Hollywood movies are scheduled on a rotating basis (Sun.-Tues.) so that only 13 films will be shown, each for three consecutive days twice.

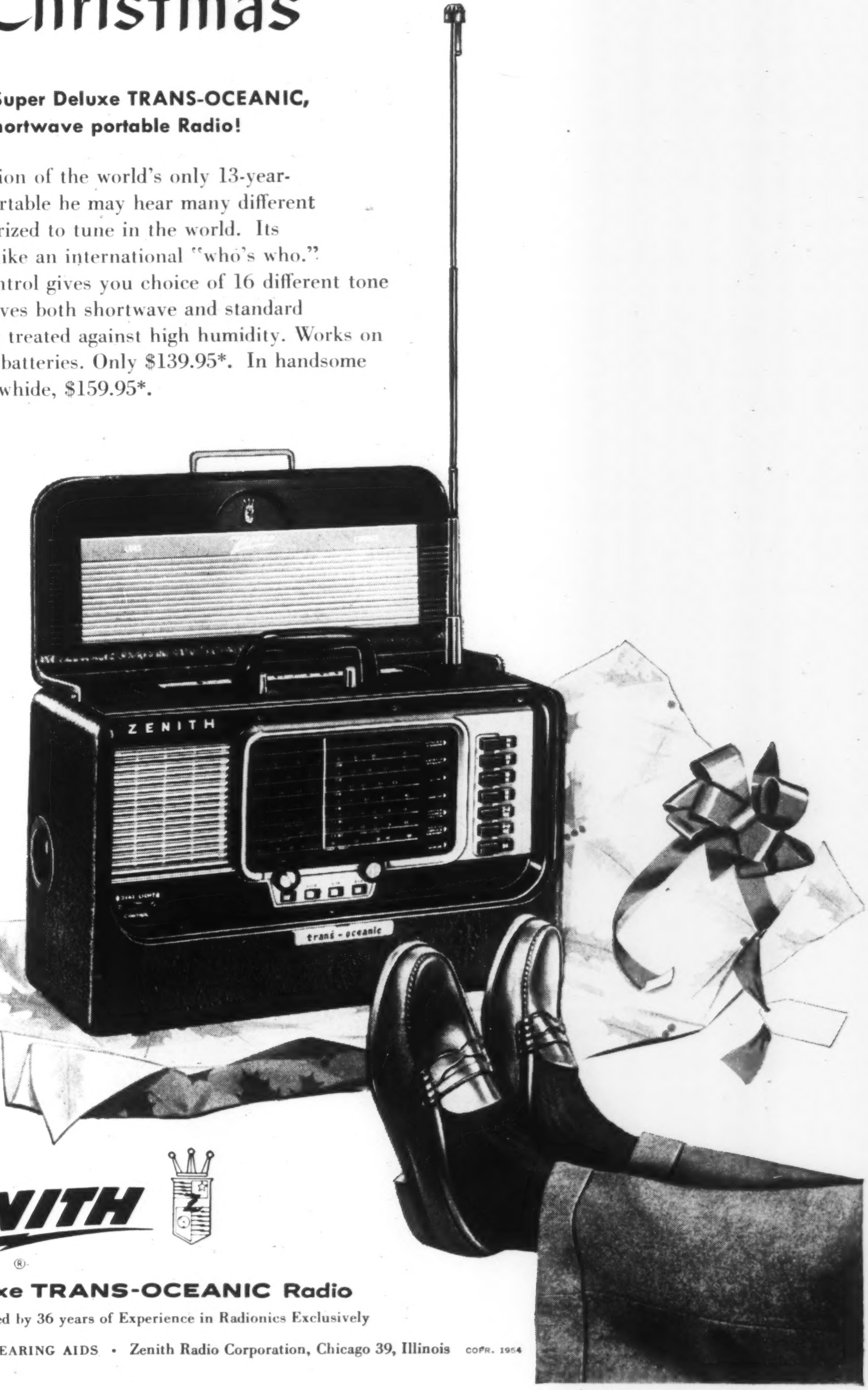
WABD (TV)'s Nov. Business

WABD (TV) New York, owned and operated by DuMont Television Network, signed $321,729 in business during November, George L. BarenBregge, the station's general manager, reported last week. According to Mr. BarenBregge, the sales outlook for the station holds even more promise for 1955.

Give him the world this Christmas

Give him a Zenith Super Deluxe TRANS-OCEANIC, the world's finest shortwave portable Radio!

With this latest version of the world's only 13-year-proved shortwave portable he may hear many different countries. It's powerized to tune in the world. Its list of owners reads like an international "who's who." Radiorgan® Tone Control gives you choice of 16 different tone combinations. Receives both shortwave and standard broadcast. Tropically treated against high humidity. Works on AC, DC, or long-life batteries. Only $139.95*. In handsome genuine top-grain cowhide, $159.95*.



**Manufacturer's suggested retail price, not including batteries. Slightly higher in Far West and South. Prices and specifications subject to change without notice.*

ZENITH®

Super Deluxe TRANS-OCEANIC Radio

Backed by 36 years of Experience in Radionics Exclusively

ALSO MAKERS OF FINE HEARING AIDS • Zenith Radio Corporation, Chicago 39, Illinois COPR. 1954

Katz Agency Inc. Expands, Appoints Four to Tv Sales

IN LINE with expanded activities in television, The Katz Agency Inc., national advertising representative, last week announced the addition of four men to its tv sales staff.

Charles F. Abbott Jr., Saul Rosenzweig and Frank J. McCann have joined the company's New York office, and David S. Abbey, the Chicago staff.

Mr. Abbott had been with ABC-TV in spot sales since 1952.

Mr. Rosenzweig joined Katz from his post as radio-tv account executive with BBDO in New York.

Mr. McCann has had timebuying experience at Ted Bates & Co. and at Young & Rubicam, New York.

Mr. Abbey, a graduate of Northwestern U., had been handling local and national sales for WGN-TV Chicago.

MR. ABBOTT

MR. ROSENZWEIG

MR. McCANN

MR. ABBEY

KCUL Boosts to 10 Kw

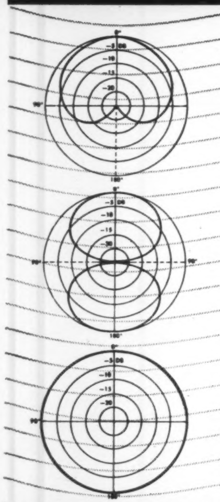
KCUL Fort Worth, Tex., which has been operating since 1949, increased its power to 10 kw Thanksgiving Day, James G. Ulmer, president and general manager, has reported. Excellent reports from the coverage area throughout east and west Texas and the Fort Worth-Dallas market have been received, according to the announcement.

KCUL operates on 1540 kc and is represented nationally by Hil F. Best Co. Mr. Ulmer purchased controlling interest in KCUL last summer.

WFJL (FM) to Suspend

BISHOP Bernard J. Sheil's WFJL (FM) Chicago will cease operation after Jan. 1, it was announced last week. Decision to go off the air reportedly stemmed from a realignment of the Catholic Youth Organization in Chicago of which Bishop Sheil was director until recently. WFJL was licensed to Lewis College of Science & Technology and operated on 93.1 mc.

New ALTEC 670 MICROPHONE



CARDIOID

RIBBON

PRESSURE

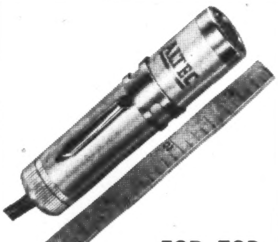
ALTEC
670A MICROPHONE

available via GRAYBAR

Performance . . . versatility . . . economy — are the features on which the Altec 670 welcomes comparison. Here's what the 670 offers:

- **SMOOTHER HIGH-FIDELITY RESPONSE** . . . Freedom from peaks eliminates "voice-music" switch.
- **CONTINUOUSLY ADJUSTABLE PATTERNS** . . . Cardioid, ribbon, and pressure response patterns at marked shutter positions. Continuous intermediate adjustment permits "tuning out" sources of undesirable noise by shifting null points.
- **WIDE-RANGE DIRECTIVITY** . . . Typical microphone has 10db front-to-back response ratio at 30 and 15,000 cycles. Average midrange discrimination in "C" position, 18db or better.
- **SMALLER SIZE** . . . Less interference with TV cameras and lights — only 7½″ high, 3⅜″ deep, 2½″ wide.
- **LIGHTER WEIGHT** . . . Weighing only 20 ounces is easily handled on light booms.
- **NEUTRAL GRAY FINISH** . . . Inconspicuous—minimizes light reflection.
- **LOW HUM PICKUP** . . . Lower hum pickup from stray magnetic fields.
- **ADJUSTABLE IMPEDANCE** . . . Easily accessible switch for 30/50 or 150/250 ohm impedance.
- **LOW PRICE** . . . The Altec 670 is *the* top-quality microphone that can't be matched in cost and/or performance. We invite your inquiry and comparison!

Full details concerning Altec Microphones are available through your nearby Graybar Broadcast Representative. See listing at right. Call Graybar *first* for assistance and suggestions concerning any of your broadcasting problems and requirements. Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.



FOR TOP PERFORMANCE IN MINIATURE SIZE

Tiny, but tough — the Altec "Lipstik" is one of the finest, most versatile microphones ever made. Omnidirectional pickup—5 ounce weight and 3 inch length make it perfect for TV. Easily concealed on performers. Inconspicuous in hand, floor-or-desk stand use.

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR . . . via GraybaR

IN OVER 110 PRINCIPAL CITIES

Advertisement

EVERYTHING ELECTRICAL

To Keep You On The Air

Graybar's nationwide network of more than 110 offices and warehouses assures you of convenient service wherever you are. Graybar Broadcast Equipment Representatives are located in the following 22 cities.

ATLANTA
John Kluttz, Cypress 1751
BOSTON
J. P. Lynch, Kenmore 6-4567
CHICAGO
E. H. Taylor, Canal 6-4100
CINCINNATI
L. T. England, Main 0600
CLEVELAND
A. C. Schwager, Cherry 1-1360
DALLAS
C. C. Ross, Randolph 6454
DETROIT
A. L. Byers, Temple 1-5500
HOUSTON
R. T. Asbury, Atwood 4571
JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611
KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644
LITTLE ROCK
W. E. Kunkel, Little Rock 5-1246
LOS ANGELES
R. B. Thompson, Angelus 3-7283
MINNEAPOLIS
C. D. Shipman, Geneva 1621
NEW YORK
R. W. Griffiths, Exeter 2-2000
OMAHA
L. J. O'Connell, Atlantic 5740
PHILADELPHIA
D. M. Antrim, Walnut 2-5405
PITTSBURGH
R. F. Grossett, Allegheny 1-4100
RICHMOND
E. C. Toms, Richmond 7-3491
SAN FRANCISCO
K. G. Morrison, Market 1-5131
SEATTLE
D. I. Craig, Mutual 0123
ST. LOUIS
J. P. Lenkerd, Newstead 4700

A Few of Our Leading Supplier-Manufacturers — Altec Lansing • Ampex • Berndt-Bach • Bishop • Blaw-Knox • Cannon • Century Lighting • Communication Products • Continental Electronics • Crouse-Hinds • Daven • Fairchild • Federal Telecommunications Laboratories • General Electric • General Radio • Houston-Fearless • Hubbell • Karp Metal • Kliegl • James Knights • Machlett • Meletron • Minnesota Mining • Mole-Richardson • Plastic Wire & Cable • Presto • Prodelin • Rek-O-Kut • Sarvis • Simplex • Thomas & Betts • Tung-Sol • Webster • Western Electric • Zoomar

Everything Electrical for Broadcasting-Telecasting — Amplifiers • Antennas • Consoles • Frequency and Modulation Monitors, Test Equipment • Loudspeakers and Accessories • Microphones and Accessories • Recorders and Accessories • Speech Input Equipment • Towers • Tower and Studio Lighting Equipment • Transmission Line and Accessories • Transmitters, AM and TV • Tubes • Turntables, Reproducers, and Accessories • TV Cameras and Film Equipment • Video and Audio Monitors • Wiring Supplies and Devices

via GraybaR

WADC Takes Over Game As WCUE Signs Off

TEAMWORK between Akron stations, WADC (CBS Radio basic affiliate) and WCUE (independent) was required when WCUE's planned coverage of the Refrigerator Bowl game between Kent State U. and the U. of Delaware was thwarted by a 3 p.m. kickoff which meant the game would not have been finished when the station signed off at local sunset. To avoid interruption, WADC's owner-manager, Allen T. Simmons, arranged to clear time with CBS for broadcast of the last half of the game, starting at about the time WCUE signed off.

At the start of the second half, WCUE sports director, Ed Erwin, who handled the play-by-play, advised listeners to tune over to WADC for the game's completion. Of the arrangement, WCUE President Tim Elliot commented, "A splendid example of cooperation by broadcasters in the public interest."

WKY-TV Receives Permission For Unlimited Trial Coverage

PERMISSION was given to WKY-TV Oklahoma City, Okla., to provide "unlimited, unrestricted" coverage of a robbery-torture trial in district court there, the station reports. Judge Clarence Mills, who presided over the trial, in commenting on the trial coverage, said in part: "The constitution and laws . . . provide that the people's courts should, at all times, be open to the public as a necessity of due process of law. . . ." He congratulated WKY-TV and other newsmen for accurate, careful and considerate treatment of the case. WKY-TV used sound-on-film and silent cameras and high speed film which eliminated the necessity of special lighting equipment.

THIRTY-TWO birthday cakes representing invitations extended to 32 mayors in four states to attend the fifth birthday celebration of KOTV (TV) Tulsa, Okla., are displayed before (l to r) John W. Henderson, C. B. Clothier and Sid Patterson, Tulsa city commissioners, and KOTV President and General Manager C. Wrede Petersmeyer, who presented the commissioners the first cake. The station aired a special hour program for the event, at which time it also staged dedication ceremonies for its new $500,000 transmitter plant and tower [B•T, Nov. 29].

PAPERS concerning the sale of KGBS-AM-TV San Antonio, Tex., to the Express Publishing Co. by Storer Broadcasting Co. are being looked over by George B. Storer Jr. (l), vice president, Storer Broadcasting Co., and Frank Huntress Jr., Express Publishing Co. president. The call letters have been changed to KENS-AM-TV.

WCAU-TV's New Sales Pitch

THE RAPID RISE of television, creating a new way of life, which in turn demands a new way of business, is featured in a current tv sales presentation by WCAU-TV Philadelphia.

The presentation was unveiled by Robert M. McGredy, WCAU-TV sales director, before an audience of CBS-TV Spot salesmen. The purpose of the 30-minute oral and visual presentation, which charts the progress made by tv in the last seven years, is to acquaint non-tv advertisers with the potentialities of this new medium. It was developed by George Goldman, promotion manager, and Frank Elliott, sales development director, in cooperation with Mr. McGredy.

Protection for WABT (TV)

TRANSMITTER of WABT (TV) Birmingham, Ala., will be equipped with complete protection against breakdown when a spare exciter is installed at the end of the year, according to Standard Electronics Corp. Standard will deliver a spare 500 w exciter as well as a new 5 kw driver unit Dec. 23. The installation will be similar to that of WOR-TV New York. Using two 20 kw amplifiers, WABT's radiated power on ch. 13 is in excess of 300 kw. The spare exciter at WABT will be incorporated in the S-E "Add-A-Unit" installation. A 250 w spare aural exciter is included.

WGBH-FM to Air WBZ Show

WBZ BOSTON and NBC have reached an agreement which enabled WGBH-FM Boston, non-commercial outlet, to broadcast the first half-hour of the Boston Symphony Orchestra's Saturday evening concerts. The WGBH broadcast will be done simultaneously with the network's coast-to-coast broadcasts of the orchestra. Announcement was made jointly by Avner Rakov, program manager of WBZ and WBZA Springfield, and Parker Wheatley, general manager of WGBH.

GROUND-BREAKING ceremony for the new WDAS Philadelphia building to be constructed in Philadelphia's Fairmount Park. L to r: Israel Demchick, architect; Samuel Rose, councilman; Richardson Dilworth, district attorney; Michael Byrne, deputy mayor; Max M. Leon, WDAS president; Louis Schwartz, councilman, and George Clendinning, builder. Equipment will be RCA, the station reports.

WKMF Airs 4-Day Schedule Commemorating GM Marker

WKMF Flint, Mich., helped General Motors celebrate production of its 50 millionth car by presenting a four-day "Radio Special Edition" climaxing on Nov. 23, the day of GM's Golden Carnival day, the 24-hour-a-day station reports.

W. Eldon Garner, station managing director, and Dusty Rhodes, program director, organized a commemorative program schedule which included celebration reports direct from 24 cities across the country where GM plants are located, musical salutes to disc m.c.s in GM towns, recorded messages by GM officials, "Men of General Motors"—short biographical sketches, plus complete coverage of the Golden Carnival ceremonies.

A tape transcript of the four-day schedule is to be presented to the General Motors Commemorative Library.

Court Film Seizure Protested

CONFISCATION of a tv film showing the defendant in a rape case in Miami, Fla., by order of criminal court Judge Ben C. Willard has been protested by Art Gray, general manager of WITV (TV) there. The film showed the defendant outside the courtroom walking across a corridor. "Judge Willard had no authority for action," Mr. Gray said. Later Judge Willard indicated he might release the film.

WCBS-TV Buys Lantz Group

WCBS-TV New York has purchased 179 Walter Lantz animated cartoons for exclusive tv showings in the New York area, according to William C. Lacey, station's film department manager.

The films will be shown on three WCBS-TV programs, *The George Skinner Show, Space Funnies* and *Cartoon Carnival.* The cartoons, which first were released for theatrical showings by Universal Pictures Co., are being distributed for tv by Motion Pictures for Television Inc.

Negro Programming on KJET

KJET (formerly KJIM) Beaumont, Tex., will broadcast programs with special appeal to the large Negro market there, Walter L. Rubens and Ben J. Rogers, new owners of the station, report. The 1 kw station claims that it is the first in the Beaumont area to air programs aimed exclusively at the 110,000 Negroes in that market.

making color history...
the DUMONT
Color Multi-Scanner
now serving...
WFBM-TV
INDIANAPOLIS, INDIANA

STATION SHORTS

KBZY Grand Rapids, Minn., has changed its call letters to KOZY.

WOW Omaha, Neb., began Sunday through Friday all-night operation Dec. 5, with 12 midnight to 5:30 a.m. broadcasts originating from its new studios at transmitter site, 56th & Kansas Sts. WOW leaves air 1 a.m. Saturdays for maintenance. WOW-TV has installed $28,000 in projection equipment, including RCA vidicon film camera and two 16mm RCA film projectors, according to station.

KFMB-TV San Diego announces sales for six weeks ended Nov. 27, through new time purchases by four local and three national advertisers, totaled $123,000, highest in station's history.

WPGC Morningside, Md., has opened auxiliary studios at 5205 Baltimore Ave., Hyattsville, Md.

REPRESENTATIVE PEOPLE

John Burr, formerly national advertising manager, William B. Smullin tv stations (KIEM-TV Eureka, Calif.; KBES-TV Medford, Ore.), appointed manager, new Northwest Blair-Tv office at 3337 White Henry Stuart Bldg., Seattle.

Murray Grabhorn, new business manager, Edward Petry & Co., L. A., to Avery-Knodel Inc., same city, as Southern Calif. tv sales manager, succeeding **Edwin Cahn,** resigned.

John L. McGuire, account executive, KOA-TV Denver, resigns to open own radio-tv station representative firm in Denver Nat'l. Bank Bldg. Mr. McGuire now represents (to regional advertisers in Denver): KCSJ-TV Pueblo, KRDO-TV Colorado Springs, KFXJ-AM-TV Grand Junction, KIUP Durango and KGLN Glenwood Springs, all Colo., and KFBC-AM-TV Cheyenne, Wyo.

STATION PEOPLE

L. O. Fitzgibbons, general manager, WRRR Rockford, Ill., elected vice president and board member, Rock River Broadcasting Co., station licensee; **Irv Tingley,** salesman, WBEL Beloit, Wis., to WRRR as commercial manager.

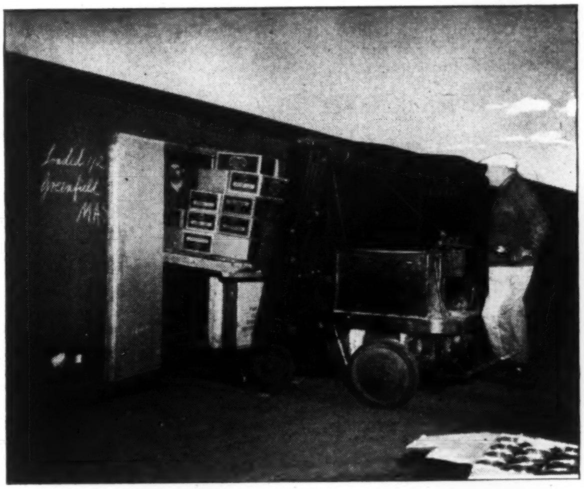
MR. ROBERTSON

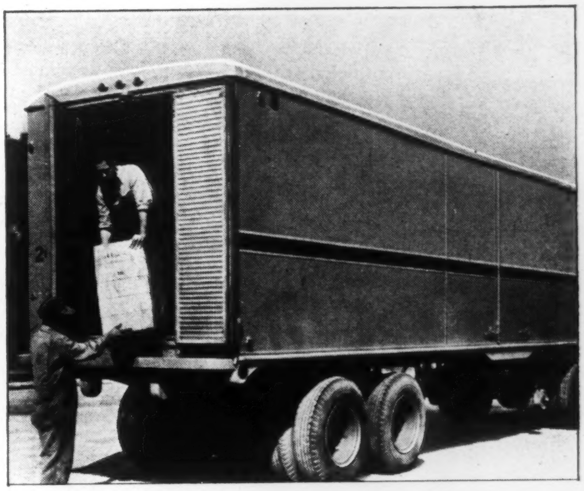
Miller Robertson, formerly part owner, KEPO El Paso, Tex., to WTCN - AM - TV Minneapolis-St. Paul as assistant general manager.

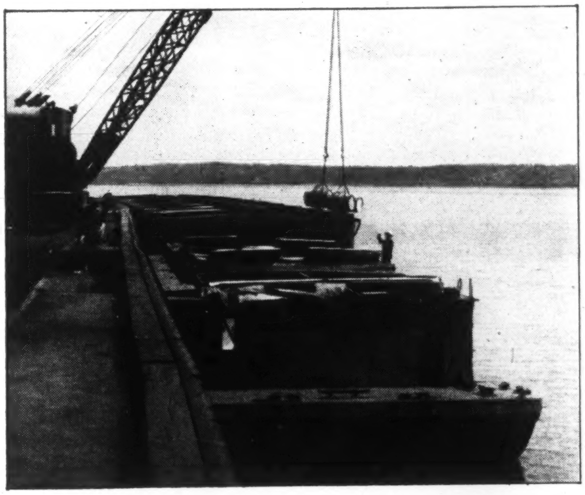
Dick Westervelt, director of news and special events, WJBS DeLand, Fla., appointed administrative assistant in charge of station operations.

Cliff Hendrix, KCSJ Pueblo, Colo, appointed operations and program manager, succeeding **Larry Gordon,** who moves to KPAT Pampa, Tex., as partner and general manager.

Gordon Williamson, formerly manager, WISE-TV Asheville, N. C., appointed to newly-







Which carries the heaviest burden?

Every hour, more than 300,000 tons of freight is loaded into the boxcars, vans, holds and fuselages of four of America's prime movers.

You could measure the size of the *load* these carriers handle in terms of cubic capacity — or tonnage — or dollar volume — but none of these figures would answer the big question above.

The heaviest *burden* is carried by the transportation agency whose services are most vital to the country — yet which operates under a tremendous disadvantage with respect to the nation's other carriers.

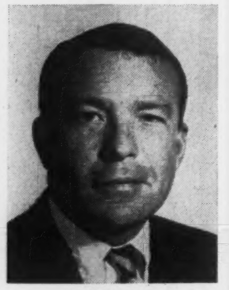
It is not the trucking industry, for this industry has had its growth generously aided by public tax funds — which help provide and maintain the highways used by the big inter-city truckers. Nor is it the airlines — which benefit from tax-built airports and airways —— or the domestic waterway carriers, whose channels and navigation facilities are virtually a "present" from the public.

These transportation agencies can charge lower rates for the services they provide, since the taxpayer carries part of the load. And, of course, the taxpayer is *you* — as well as the companies that manufacture many of the things you buy and include *their* taxes in the prices they charge you.

Such is the case with America's air lines, barge lines and inter-city truckers. It is *not* the case with America's railroads — which build and maintain their own rights of way and, in addition, pay taxes. When, on top of this, some of the taxes the railroads pay are used to help defray the cost of facilities for their competitors, the nation's railroads are not only discriminated against but weakened.

Today, more than ever, America must have a strengthened railroad network. To accomplish this requires recognition by the government that all carriers, like all other businesses in a free economy, must be treated equally under the laws of the land . . . Eastern Railroad Presidents Conference, 143 Liberty Street, New York 6, N. Y.

created position, operations-production manager, WFMY-TV Greensboro, N. C.



MR. HURST

George E. Hurst, former head of CBS Radio Spot Sales, L. A. office, appointed to newly-created position, national sales manager, KMOX St. Louis.

Ray Gilvard, floor manager, WTRI (TV) Albany, N. Y., appointed production staff director; **Frank Allen** and **Tom Gibson** to production staff; **Hank Malloy** to announcing staff, WTRI, retaining position with WTRY Troy, N. Y.; **Sue Schuster** to publicity dept.; **Margo Benjamin** to station as receptionist.

MR. POLGREEN

Richard F. Polgreen, WFBL Syracuse, N. Y., appointed sales manager. [B•T, Dec. 6].

Rollin C. Hawkes, to KOMO Seattle as national sales service representative; **William Cathey,** merchandising - advertising manager, Olympia Brewing Co., Olympia, Wash., to KOMO-TV as merchandising and sales service representative; **Philip M. Evans,** director, Seattle World Affairs Council, to KOMO-AM-TV as news reporter, analyst and commentator.

Ellie Palmieri, former publicity chief, Cleveland Community Chest, to WDOK there as sales representative.

Richard F. Hartnett, sales representative, Eastern Air Lines, N. Y., to WEEI Boston as sales executive.

Floyd E. Weidman, sales manager, WEWS (TV) Cleveland, appointed general executive; **John H. Foley,** sales staff, WEWS, appointed local sales manager.

Charles A. Herbert, producer-director and account executive, former Ward Wheelock Adv. Agency, Hollywood, to KOOL-TV Phoenix as program sales coordinator.

G. Edward Hamilton, tv engineer, eastern div., ABC-TV, appointed to newly-created position, chief engineer, WABC-TV New York.

Pat Jeter, formerly chief engineer and disc m.c., KDLK Del Rio, Tex., to WFPA Fort Payne, Ala., in same capacity; **Lester Haston,** disc m.c., WCRI Scottsboro, Ala., to WFPA as account executive and disc m.c.; **Adis Childers** to station as live talent director and disc m.c.

Bill Keene, formerly sports director, KBTV (TV) Denver, to KIMN there as news director.

George Fisher, news staff, CBS Radio, Hollywood, to KNXT (TV) there as news director.

Elizabeth Robinson, formerly with Ruthrauff & Ryan, N. Y., appointed to newly-created position, merchandising executive, WQXR New York.

Stan Sievers, formerly with KFMB-TV San Diego, to KBET-TV Sacramento, Calif. (target date: early February), as studio technical supervisor.

George Franklin Way IV, public relations associate, Cleveland Civil Defense, to WTAM-WNBK (TV) Cleveland as press and publicity manager, effective Dec. 16.

Mimi Roberts, traffic manager, WIRE Indianapolis, appointed continuity director; **Nancy Phelan** succeeds Miss Roberts.

Joy Fox to WGLV (TV) Easton, Pa., as traffic manager, succeeding **Alice O'Hare,** who moves to ABC, New York.

Lawrence F. Rhodes to WBNS-TV Columbus, Ohio, as public service director.

Dean McCarthy, formerly program director, WCAN-TV Milwaukee, appointed assistant program director, WTVW (TV) there.

Rita Bursak to sales dept., WAZL Hazleton, Pa. (member of Vic Diehm Assoc. group, Hazleton, which also includes WHOL Allentown, Pa.; WVDA Boston; WIDE Biddeford, Me., and WHLM Bloomsberg, Pa.); **Ron Baker** to announcing staff, WAZL; **Dave Dunlap,** newsman-announcer, WHOL, to WIDE as news editor; **Jane Colby** and **Rita Pote** to personnel dept., WIDE; **Keith Brown** to sales staff, WHOL; **Kermit Gregory,** formerly with WAEB Allentown, to announcing staff, WHOL; **Audry Gellen** to sales dept., WVDA, as secretary; **Terry Abrams,** formerly with WKOK Sunbury, Pa., to WHLM as announcer; **Irving Cohen,** formerly with Rural Radio Network, Ithaca, N. Y., and **William Estes,** WTUX Wilmington, Del., to WHLM as engineers.

JUST 48 hours after the two transmitters of KVSM San Mateo, Calif., were gutted by fire [B•T, Dec. 6], this 1 kw Collins replacement for a temporary transmitter lent by the California National Guard was delivered by air. Elaine Doyle, KVSM disc jockeyette, "ropes" the transmitter while (l to r) Eddie Kirk, KVSM disc m.c.; Joe Daly, station Peninsula representative, and Roger Haley, airline freight manager, check the delivery slip for the transmitter.

Hal Henderson, formerly with WKRC Cincinnati, to sales staff KGMB-TV Honolulu.

Roy Drushall, account executive, KWKW Pasadena, Calif., returns to KABC Hollywood as sales staff member.

Ralph Carson, formerly with sales staff, KFEL-TV Denver, to sales staff, KLZ there, succeeding **Ralph Buckley,** resigned.

Richard L. Bevington to sales staff, WKRC Cincinnati.

Kenneth Mayer, newscaster, WBZ Boston, to WCAU Philadelphia in same capacity.

Steve Carroll and **Bill Walton** to announcing staff, WTMA Charleston, S. C.

Robert Waldrop and **Bud Wendell** to WGAR Cleveland as weekend announcers.

Howard Morgan, weathercaster, KHOL-TV Kearney, Neb., to KCKT (TV) Great Bend, Kan., as weathercaster, art director and conductor of *Thermo's Clubhouse* program.

George DeWitt, comedian, to WTVJ (TV) Miami, Fla., as host, *George DeWitt Show.*

Bill Hyden, host, *Eggs at Eight,* KVOO Tulsa, Okla., appointed weathercaster.

Jill Ferris to KBTV (TV) Denver as hostess of eight shows per week.

Louie Quinn, disc m.c.-personality, KCMJ Palm Springs, Calif., to KABC-TV Hollywood as host, *Nightcap Theatre* program.

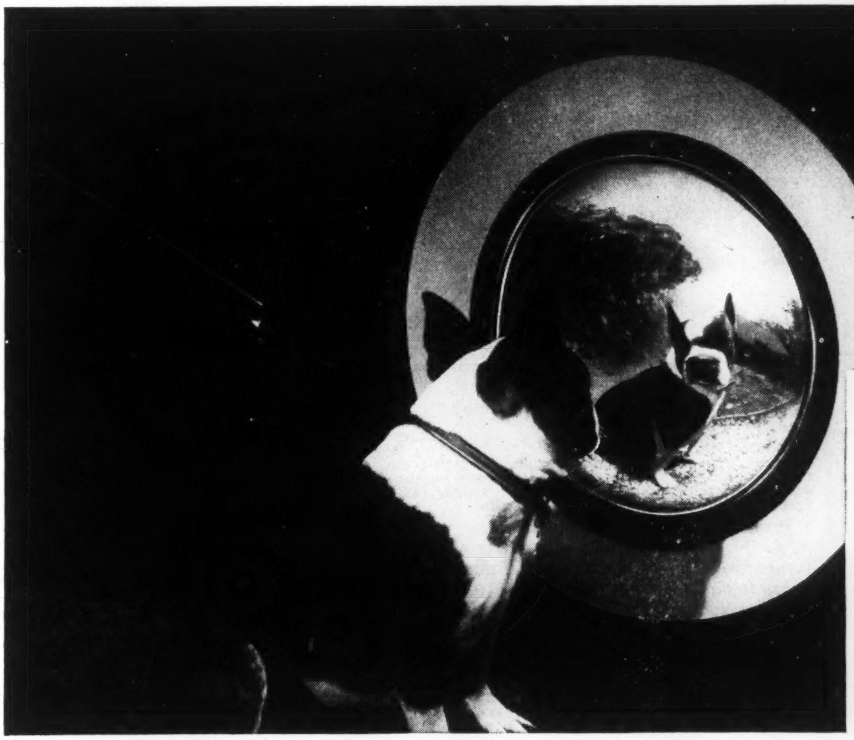
Bruce Gilmer, formerly with WGH Newport News, Va., to WVEC-TV Norfolk, Va., where his wife, Jo Wayne, is vocalist on *Club Kimo.*

Albert Mathis, chef, Gulph Mills Country Club,

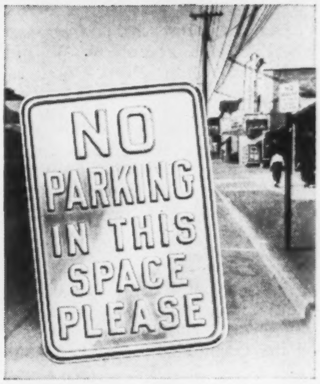
another DU MONT Multi-Scanner now serving . . .

WGEM-TV
QUINCY, ILLINOIS

Only STEEL can do so many jobs so well



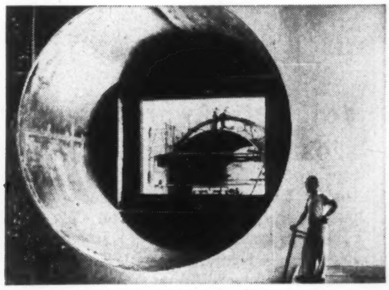
THE "SURFACE" GOES ALL THE WAY THROUGH. That's the beauty of stainless steel auto trim . . . its beauty is more than skin deep. With no plating to wear off, stainless steel trim is the same all the way through the metal. It stays bright and handsome for years and years. Be sure the trim on *your* new car is stainless steel.



TRAFFIC SAFETY. Millions of traffic signs line the highways and streets of America, to direct and protect our growing hordes of motorists. Most of these signs are *steel*. The one illustrated is embossed, but not yet painted, showing how the letters stand out clear and sharp and legible, even before paint is applied. Steel lends itself to this embossing process better than any other metal. Only steel can do so many jobs so well!

STYLE IN STEEL. In this forever modern furniture, you get not only smart, high-style design, but functional usefulness and durability, too—all at a budget price. For this furniture is made of steel ...with surfaces of stain- and scratch-proof plastic.

SEE THE UNITED STATES STEEL HOUR. It's a full-hour of the very best in television drama . . . presented every other week by United States Steel. Consult your local newspaper for time and station.



FASTER THAN SOUND. From inside the new air lock section of the Southern California Cooperative wind tunnel is seen the 51 foot long motor section. It will house two 95 ton 20,000 HP motors and propellers. These sections, fabricated by Consolidated Western Steel Division of U.S. Steel, will be installed in the present wind tunnel to produce speeds faster than sound for aeronautical research.

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4-2270

Phila., to WCAU-TV there as conductor, *Chef Albert.*

Stan Dale, disc m.c., WJJD Chicago, leaves for active duty with U. S. Army Jan. 1.

Joseph L. Tinney, vice president and assistant general manager, WCAU Philadelphia, and chairman, Eastern Pennsylvania chapter, Arthritis Foundation, named to head local annual foundation drive; **John A. Ferlaine,** art director, WCAU, has short story in December issue of *Astounding Science Fiction.*

Larry Haeg, general manager, WCCO Minneapolis-St. Paul, appointed campaign director, Hennepin County (Minn.) 1955 March of Dimes drive, Jan. 3-31.

Ted B. Sawyer, program director, WKNE Keene, N. H., re-elected secretary, Keene Chamber of Commerce.

Ralph Renick, news director, WTVJ (TV) Miami, elected to three-year term on board of directors, Radio & Television News Directors' Assn. at group's annual convention in Chicago.

Willis W. Cook, director, art and photography depts., WSAZ-TV Huntington, W. Va., elected president, West Virginia Press Photographers Assn.

Ruth M. Eddy, assistant promotion manager, WJAR-TV Providence, R. I., appointed Rhode Island state chairman, American Women in Radio & Television; **J. S. Sinclair,** director of public relations, and **Russ Van Arsdale,** announcer-newscaster, addressed group of high-school juniors at "Career Day" exercises.

Hazel Markel, women's commentator, WWDC Washington, addresses League of Republican Women of District of Columbia Dec. 21 on "Covering the Capital of the World."

William G. Dempsey, education and production director, KPIX (TV) San Francisco, addressed Western Radio-Television Conference, Tucson, Ariz., Nov. 26 on "Educational Tv Here and Abroad."

Fred Kirby, hillbilly disc m.c., WBT Charlotte, N. C., appearing in "Meet the Disc Jockeys" section, Dec. issue of *Recordland—Your Record Stars Magazine.*

Jim Bormann, director of news and public affairs, WCCO Minneapolis-St. Paul, father of girl Dec. 1.

Fred Schamu, engineer-announcer, WNDR Syracuse, N. Y., father of boy, Frederick Charles.

AWARDS

34 to Get Emmies In Tv Arts, Sciences

TOTAL of 34 national Emmy awards will be given for outstanding achievement during 1954, according to Academy of Television Arts & Sciences. Approved so far by ATAS board are the presentation of 21 national program and personality awards and, for the first time in academy history, 13 professional technical awards. Ceremonies will take place in February in Los Angeles.

Program and personality nominations will be made by submitting lists of all network tv and syndicated film programs to ATAS members, who will vote for five favorites in each category. Final nominations will be made from the top five in each category:

(1) Individual program of the year (single or one of a series); (2) dramatic series; (3) situation comedy series; (4) variety series including musical varieties; (5) news reporter or commentator; (6) cultural, religious or educational program; (7) children's program; (8) actor in single performance; (9) actress in single performance; (10) actor starring in regular series; (11) actress starring in regular series; (12) supporting actor in regular series; (13) supporting actress in regular series; (14) western or adventure series; (15) mystery or intrigue series; (16) audience, guest participation or panel program; (17) outstanding new personality; (18) male singer; (19) female singer; (20) sports program; (21) daytime program.

Professional technical nominations will be made by each of the professional groups concerned with its own category. Entire ATAS membership will vote on the final five nominations in each professional technical category, consisting of the best in the following:

(1) Art direction of live show; (2) art direction of filmed show; (3) direction of photography filmed for tv; (4) written dramatic material; (5) written comedy material; (6) technical achievement; (7) engineering effects; (8) tv sound; (9) film editing; (10) direction; (11) original music composed for tv; (12) scoring of a dramatic or variety program; (13) choreographer.

ATAS will also make awards to programs seen only in Los Angeles area, for which awards structure committee will make its recommendations shortly. Committee co-chairmen are Robert J. Black, vice president of Hicks and Greist, and Dr. Frank C. Baxter, commentator on CBS-TV *Then and Now.*

BMI Sets Awards Deadline

BROADCAST MUSIC Inc. has announced that the deadline for receipt of manuscripts for its 1954 Student Composer's Radio Awards contest has been set at Jan. 15, 1955. BMI reported that more than 1,200 entry kits have been mailed to music students throughout the U. S., and additional entry blanks may be obtained from Russell Sanjek, director, SCRA project, BMI, 589 Fifth Ave., New York.

The competition offers prizes totaling $7,500 to be applied for tuition and subsistence during continued study at the institutions of the winners' choice. An additonal prize for 1954 will be The Seventeen Music Award, offered by *Seventeen* Magazine, which will provide for the recording of the winning composition by a student composer under the age of 21.

Firestone Receives NAFBRAT Award

HARVEY S. FIRESTONE Jr., board chairman, Firestone Tire & Rubber Co., has been presented the second annual Lee De Forest Award of the National Assn. for Better Radio and Television for "the most outstanding contribution to the cultural development of radio and television during the past year."

The selection of Mr. Firestone was made by the NAFBRAT board of directors because of his "personal responsibility" for *The Voice of Firestone* radio and television program (ABC Radio and ABC-TV, Mon., 8:30-9 p.m. EST). It was pointed out he had maintained the simulcast in its long-established time period, although it was necessary to switch the program to ABC when NBC pre-empted the Firestone time period last summer.

Presentation of the award was made at a luncheon at the Savoy Plaza Hotel in New York by Prof. Charles Siepmann, chairman, dept. of communications, New York U., and a director of NAFBRAT.

Among those present at the luncheon from the Firestone Tire & Rubber Co. were A. J. McGinnis, national advertising manager; W. D. Hines, director of public relations, and Bernard Frazier, New York public relations representative. ABC executives in attendance included Robert E. Kintner, president; John H. Mitchell, vice president in charge of ABC-TV; William F. Fairbanks, national sales manager, ABC Radio; Robert F. Lewine, director of ABC-TV network programs, and Charles R. Abry, national sales manager, ABC-TV. Howard Barlow, conductor of *The Voice of Firestone* orchestra, also attended the luncheon.

MOHAMMED TEMSAMANI (l), chief Moroccan delegate to the United Nations, presents the Royal Legion of Morocco decoration to William Winter, KPIX San Francisco news analyst, for "interest, understanding and objective broadcasting" of the problems of the Moroccan people. The award is the highest given by that country to any member of a foreign nation, according to KPIX.

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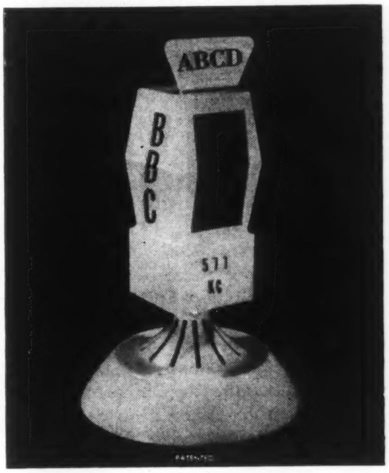

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AWARD SHORTS

Willie Thall, m.c of *Midwestern Hayride,* WLWT (TV) Cincinnati, presented scroll from Country Fan Club Assn. of America, Atlanta, Ga., for ". . . bringing to the public the highest caliber of entertainment in the finest country and western tradition. . . ." **Bob Miller,** farm director, WLW, cited for "outstanding service in interpreting agriculture to the American public" by American Farm Bureau Federation and presented honorable mention award at Radio & Television Farm Directors' national convention in Chicago. **Pete Katz,** WLWT executive producer, designated "Kentucky Colonel" by Kentucky Governor Lawrence Wetherby "in recognition of his meritorious work in the field of radio and television" and "for outstanding service to the state of Kentucky."

Add Penfield, sportscaster, WBIG Greensboro, N. C., presented first annual "Lee Kirby Memorial Award" for excellence in sports reporting, award honoring Lee Kirby, WBT-WBTV (TV) Charlotte, N. C., sportscaster who died in 1953.

WJAR-TV Providence, R. I., presented special citation from Rhode Island Cancer Society ". . . in recognition of its aid to the 1954 Cancer Crusade and particularly because of the appeals on behalf of the Crusade made on the Warren Walden *Sports Page* program." **R. V. Gaddis,** WJAR-TV hunting and fishing personality, presented gold medal award from Fishing Hall of Fame for "distinguished achievement in sport fishing and conservation."

Henry (Red) Sanders, coach of UCLA football team, presented 1954 annual Columbia Pacific Radio Network sports award Dec. 10 as western personality contributing most to American sports.

PRESENTATION of 1953-54 public interest awards for farm safety highlighted a luncheon given by the National Safety Council Nov. 28 during annual convention of the National Assn. of Television & Radio Farm Directors in Chicago. The council cited two radio networks, three television stations and 24 radio outlets [B•T, Nov. 29]. On hand to receive awards (l to r) (1st row): Jules Herbuveaux, general manager, WMAQ-WNBQ (TV) Chicago for NBC Radio; Merrill Knapp, program director, Rural Radio Network; Homer H. Martz, farm program director, KDKA Pittsburgh, Pa.; Bill Macdonald, director, farm service dept., KFAB Lincoln-Omaha, Neb.; Harold J. Schmitz, farm service director, KFEQ & KFEQ-TV St. Joseph, Mo.; Bill Hitt, farm director, KIOA Des Moines, Iowa; Dudley Cason, farm director, KMMO Marshall, Mo.; Marvin Vines, farm service director, KTHS Little Rock, Ark.; Richard Passage, radio farm director, KYAK Yakima, Wash.; (2nd row): Maynard Coe, director, Farm Division, National Safety Council; Maynard Speece, farm service director, WCCO Minneapolis, Minn.; Don Tuttle, farm supervisor, WGY Schenectady, N. Y.; George Haefner, farm director, WHAM Rochester, N. Y.; John Chase, farm director, WHFB Benton Harbor, Mich.; Harry Andrews, farm service director, WIBC Indianapolis, Ind.; Ray Watson, farm service director, WIOU Kokomo, Ind.; Howard Hass, farm service director, WKAR East Lansing, Mich.; Harold J. Dedrick, farm program director, WKY-AM-TV Oklahoma City, Okla.; Paul Jones, director of public information, National Safety Council; (3rd row): Maynard Bertsch, farm director, WLS Chicago, Ill.; Robert Miller, farm director, WLW Cincinnati, Ohio; Robert R. Tincher, vice president, WNAX Yankton, S. D.; Dick Westergaard, general manager, WNOX Knoxville, Tenn.; Noyes French of Branham Co. for WTJS Jackson, Tenn.; Chet Randolph, farm service director, KVTV (TV) Sioux City, Iowa; Dale Williams, asst. extension editor for radio and tv, WOI-TV Ames, Iowa. Winners not shown were KSLM Salem, Ore.; KUBC Montrose, Colo.; WHDH Boston, Mass.; and WKJG Fort Wayne, Ind.

Dayton (Ohio) Council on World Affairs is winner of Foreign Policy Assn. $1,000 Community Award for its "education-plus-entertainment" programs presented on WHIO-TV and WLWD (TV), both Dayton.

Welcome Travelers, CBS-TV, presented gold plaque award of merit from Lions International "for its great continuing contribution to the welfare of others."

WLBH Mattoon, Ill., has presented honorary plaques, individual keys and one hundred dollar bonds to Coles County (Ill.) 4-H boy and girl for outstanding achievements in agriculture and home economics.

KEEN San Jose, Calif., presented special award for cooperation with U. S. Marine Corps, Moffett Field, Calif.

WHLI Hempstead, L. I., N. Y., given award by Anti-Defamation League of B'nai B'rith for "its efforts to better the understanding of human relations."

WSBT South Bend, Ind., awarded citation for cooperation extended to American Legion Auxiliary there and cited for "important contribution to the education, entertainment and inspiration of this community and in appreciation of courtesies and cooperation" to auxiliary.

Radio & Television Executives Society Inc., N. Y., received award of merit from American Trade Assn. Executives for services rendered by "Listening Post," RTES project which attempts to place unemployed personnel.

KRCA (TV) Hollywood *Teen Age Trials* cited by Young Women's Christian Assn. for its "excellence in combating juvenile delinquency."

Sterling C. Quinlan, vice president in charge of WBKB (TV) Chicago, recipient of distinguished service certificate from Chicago Police Post No. 18 of AMVETS.

Bert Parks, featured on ABC-TV's *Stop the Music* and *Break the Bank,* given citation for work on two shows by Poor Richard Club of Philadelphia.

Myrtle Tower, program director, WABC New York, presented award on behalf of station at luncheon meeting of fall assembly of delegates of New York Federation of Reform Synagogues for carrying *Message of Israel,* weekly religious radio series on WABC for past 20 years.

James T. Cooper, news staff, WGN-AM-TV Chicago, presented Legion of Merit medal for "exceptionally meritorious conduct" as noncommissioned officer in charge of Eighth Army's radio-tv section in Korea from May 8, 1952, to Oct. 6, 1953.

Wendy Phillips, women's director, WIP Philadelphia, presented citation of commendation by Philadelphia Police Commissioner Thomas J. Gibbons for oustanding performance in promoting policewomen recruiting; **Varner Paulsen,** program director, accepted citation presented to station for assisting in campaign.

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The Scranton Times Station

Life Music Makes Bid As ASCAP, BMI Rival

Copyright organization, which splintered from BMI, is offering 2,000 titles at stations' highest half-hour rate.

BROADCASTERS throughout the nation were reported in a new dither last week over a communication from Life Music Inc., whose officials conceded they had hopes of rivaling ASCAP and BMI.

The music publishing company, which split with BMI almost a year ago and undertook then to issue its own performing rights licenses to stations [B•T, March 8], has now sent out broadsides listing some 2,000 titles and implying it has copyright representation on them. The mailing also includes a list of more than 50,000 tunes which the company says it has facilities for clearing.

With the lists goes an offer of a license for an annual fee of the station's highest half-hour rate—the same fee quoted in the offer last winter. The tunes listed by Life Music include approximately 200 which BMI deleted from its catalog last February.

Bewildering Question

Causing some bewilderment to a few broadcasters was the inclusion of the "Star-Spangled Banner," traditional sign-on and sign-off composition, on the "title clearance index" circulated by Life Music. Question in the minds of some: Is is necessary to take a Life Music license in order to continue to sign on and off with the national anthem?

Similar questions stemmed from a number of other titles on the Life Music list, including "Adeste Fidelis," a Christmas-time favorite.

Although no legal opinion was immediately forthcoming, some observers contended that many of the titles are "in the public domain" and that accordingly their use does not require licensing.

Industry sources pointed out, however, that such compositions as the national anthem and "Adestes Fidelis" can be obtained through any number of public domain sources. They noted that Life Music's letter apparently implied the titles listed might be cleared through them but that there was no indication as to which, nor as to how many original Life Music compositions are on the list. The letter did not specifically say compositions cannot be played without clearing with Life Music, it was noted.

It was understood also that Life Music did include many compositions—perhaps a few hundred—for which it holds copyright, but presumably these do not include those which come under the public domain category and which are not special Life Music arrangements.

So Far, "Encouraging"

Queried by B•T, Barney Young, president of Life Music, said the mailing had just gone out to stations but that the responses thus far looked quite "encouraging."

He said his organization did not seek to burden stations with further licenses, but that its move had been made necessary by BMI's deletion of Life Music titles from the BMI catalog. Thus, he said, Life Music is out to become a performing rights organization competitive with ASCAP and BMI.

The BMI-Life Music dispute earlier this year was described by a BMI official at the time as being over "money. . . . We won't pay what they want so they're going to try to get it from the stations directly."

In a proxy battle preceding BMI's annual meeting more than a year ago, Life Music's President Young attempted to wrest control of BMI from its current officers.

Medical Clinic on Tv

SPECIAL one-time program titled "Videclinic" will be presented on a coast-to-coast closed-circuit network on Feb. 9. The American Medical Assn. estimates 18,000 doctors will see the telecast in approximately 50 cities across the country.

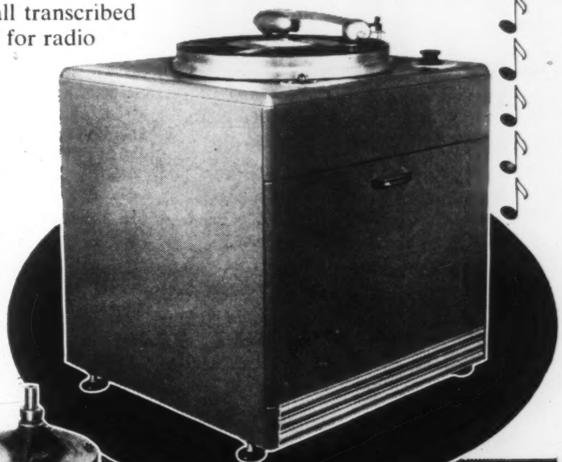
Dr. George F. Lull, general manager of AMA, said a number of tv techniques including live tv, remote pickups from medical centers and film segments will be included in the telecast, which will be presented under the sponsorship of Smith, Kline & French Labs, Philadelphia pharmaceutical firm. The telecast, Dr. Lull stated, will be concerned primarily with heart disease.

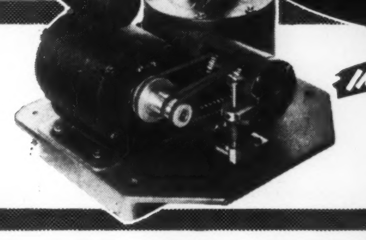
AP Names Vaccaro Midwest Executive

ERNEST B. VACCARO, Washington executive representative for the Associated Press, has been appointed AP general executive for 11 midwestern states, with headquarters in Chicago. He assumes his new position Jan. 1, 1955.

MR. VACCARO

Mr. Vaccaro, who handles radio and tv matters for the AP in Washington in addition to his other duties, will be responsible for broadcast matters as well as newspaper activities in his new post. His territory will include Kentucky, Ohio, Michigan, Indiana, Illinois, Wisconsin, Minnesota, Iowa, Nebraska, North





45 RPM problem?

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If the recent decision of the Record Industry to standardize disc jockey releases at 45 rpm makes your present equipment inadequate, you need the Fairchild 530 Transcription Turntable.

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Dakota and South Dakota.

A native of Memphis, Tenn., Mr. Vaccaro worked for the *Memphis Commercial-Appeal* and AP bureaus in Nashville and Memphis before being transferred to Washington in 1938. During President Truman's occupancy of the White House, Mr. Vaccaro was the AP's White House reporter. Mr. Vaccaro is president of the National Press Club.

In his Washington post, Mr. Vaccaro authored a weekly radio column entitled "Washington Inside Out."

Ashley Firm Changes Name; Moves Beverly Hills Office

ALONG with a move to larger quarters at Beverly Hills, Calif., Ted Ashley Assoc., tv program packager and personal management firm, has changed its corporate name to Ashley-Steiner Corp. New offices at Beverly Hills are located at 449 South Beverly Drive. The Ashley-Steiner offices in New York recently were moved to a new and larger location at 579 Fifth Ave.

The firm's California branch, which is headed by Paul B. Radin, signed and currently represents such tv properties as *Medic, The Halls of Ivy* and *Confidential File*. New series under preparation on the West Coast include *How Now Brown?* and *My Man Sing*. In New York, Ashley-Steiner represents such programs as *The Goldbergs, The Marriage*, the Robert Q. Lewis shows on both radio and tv, *Ethel and Albert, Name That Tune, A Date With Judy, Juvenile Jury* and *Life Begins at Eighty*.

Nelson to Form Package Firm

NEW tv packaging firm is to be set up by Ralph Nelson who has resigned as producer of *Armstrong Circle Theatre* (NBC-TV, Tues., 9:30-10 p.m. EST). Four shows he produced for Armstrong, including "Beautiful Wife," starring Janet Blair; "Sketch Book," with Fred Allen; "Joe and Mable," with Larry Blydon, and "Jody and Me," a comedy, will form the basis for four series to be packaged, he said. Mr. Nelson will continue to direct *Mama* (CBS-TV, Fri., 8-8:30 p.m. EST).

PROGRAM SERVICES PEOPLE

Lee Seigel, manager, tv personal appearances, MCA, Hollywood, to tv dept., Nat Goldstone Agency, Beverly Hills, Calif., as director.

Marc Feay appointed West Coast promotion manager, Columbia Records Inc., Bridgeport, Conn., headquartering at Ray Thomas Co., L. A. Columbia distributors; Mr. Feay succeeds **Bob Bacon,** resigned.

Hollywood AFTRA Approves Pact With Networks

NEW two-year national contract between American Federation of Tv & Radio Artists (AFTRA) and radio-tv networks [B•T, Oct. 18] was approved by a large majority at a meeting of the Hollywood local.

Contract provides that tv networks must pay 5% of all live performers' gross salaries into a pension-health welfare fund, with radio networks to pay a similar sum for staff announcers only.

Members also approved a contract with KCOP (TV) Hollywood, which requires only 4½% payments into the fund. Meanwhile, strike authorization against KTTV (TV) and KTLA (TV), both Hollywood, was voted if settlement of contract negotiations is not reached.

Proposed benefit NBC-TV *Colgate Comedy Hour* program by the Friars Club (performers' social-charitable organization), with proceeds to City of Hope Hospital, Duarte, Calif., was rejected by AFTRA. Claude McCue, executive secretary, was quoted as saying that offered minimum scale payments to "name" performers was evasion of union rules, since *Comedy Hour* is a commercial program.

Agents, SAG Agree On Relationship Pact

SCREEN ACTORS GUILD agreement regulating relationship of franchised agents and non-exclusive artists has been accepted and signed by a committee representing a majority of New York agents, it was announced last week by Henry G. Brown, chairman of the committee.

The agreement stipulates, in part, that there be a contract between the agent and the non-exclusive artists for individual jobs performed by the artists, with the contract defining the exact area in which the agent represents the artist. The agreement also provides that the agent may represent either the producer or the artist but not both parties.

PERSONNEL RELATIONS PEOPLE

John L. Dales, national executive secretary, Screen Actors Guild, Hollywood, named chairman, foreign film production committee, Hollywood AFL Film Council, succeeding **Herb Aller,** business agent, International Alliance of Theatrical & Stage Employes, Photographers Local 659, Hollywood.

THE LATEST
WCKY
STORY

In Cincinnati—LOOK Before You Buy

	Share of Audience	Open ¼ hour Daytime Rate	Power
WCKY	21%	$60.00	50,000 watts
Sta A	14	70.00	250 watts
Sta B	27	80.00	5000/1000 watts
Sta C	13.5	263.50	50,000 watts
Sta D	17	60.00	5000 watts

* Pulse, Sept.-Oct., 1954
** Standard Rate & Data, Nov., 1954

For Audience, Cost and Power
Invest your ad dollars WCKY-s-ly

WCKY

WISH-AM-TV to Join CBS Radio, CBS-TV

AFFILIATION of WISH-AM-TV Indianapolis with CBS Radio and CBS-TV, effective next June 3, was announced last Thursday by William A. Schudt Jr., vice president in charge of station relations, CBS Radio, and Herbert V. Akerberg, vice president in charge of station relations, CBS-TV.

The new affiliates will replace WFBM-AM-TV as the CBS Radio and CBS-TV outlets in Indianapolis. WISH will become a basic affiliate of CBS Radio and WISH-TV a member of the basic required group of CBS-TV.

WISH, which operates on 1310 kc with 5 kw day and 1 kw night, currently is an ABC Radio affiliate. WISH-TV, which operates on ch. 8 with 316 kw, has been a secondary affiliate of CBS-TV since it went on the air last July and also has been affiliated with ABC-TV, NBC-TV and DuMont.

ABC declined to say what station would be its Indianapolis affiliate.

The stations are owned and operated by Universal Broadcasting Co., Indianapolis. C. Bruce McConnell is president of the company and his son, Robert B. McConnell, is vice president and general manager. In commenting on the CBS affiliation, the senior Mr. McConnell said:

"We are delighted at becoming a member of the CBS family. It operates America's top network—and always has been the leader in strong programming. WISH intends to carry as many of the CBS Radio and CBS-TV programs as is humanly possible—and it will carry them live."

UBC's building was erected more than four years ago and a new radio and television studio seating several hundred persons has been in operation since early this year.

NBC-TV Prop Center Moves to New Quarters

NBC-TV said last week it had completed a "mammoth" moving job which was six months in planning and preparation.

The move was of the network's vast Staging Services Center from West 56th St. to new quarters on the Ave. of Americas where the network took over the basement, mezzanine and first floor of a building which in the '90s was the Siegal-Cooper department store. The building extends a block between 18th and 19th Sts.

The operation entailed the transfer and installation of some 20,000 scenery units, 15,000 pieces of furniture and properties, most of them bulky, heavy and unwieldy. Some 250 persons were used to move the center. During moving operations, more than 100 NBC-TV programs per week were serviced without a hitch, the network said.

Leonard Hole, director of NBC-TV's production, compared the job with picking up and moving some 400 complete houses, including the roofs, walls and contents, practically overnight.

The new quarters include a new assembly line arrangement of equipment and materials, expansive assembling floor, construction shop and painting areas double their previous size, and facilities for a fleet of scenery trucks to run through the building for loading and unloading (up to 12 trucks can be accommodated at once, tripling the old facilities). James Glenn is director of plant operations; Norman Grant, director of art and design, and Walter Griebelhaus, manager of scenic production.

MR. HITZ

MR. McFADDEN

MR. SHEA

THREE NBC executives have been elected vice presidents, Sylvester L. Weaver Jr., NBC president, announced last week [AT DEADLINE, Dec. 6]. Edward R. Hitz, formerly manager of tv network sales, Central Div., elected to vice president of that post; Thomas B. McFadden, formerly director of National Spot Sales, to vice president of Spot Sales, and Hamilton Shea, general manager of WRCA-AM-FM-TV New York, NBC o&o outlets, to vice president in charge of the stations.

ABC Forms Western Regional Tv Network

Thirty-two stations (21 live, 11 delayed) will be linked by the new organization in Mountain and Pacific states and Alaska.

FORMATION of a 32-station "western tv network of ABC" was announced last week by Earl J. Hudson, vice president in charge, ABC-TV Western Div., Hollywood, with operations to start Jan. 1.

The network will consist of 21 ABC o&o and affiliated stations receiving service on a live basis and 11 on a delayed basis in Mountain and Pacific states and Alaska.

Present plans call for minimum purchase of five stations before network rates and discounts apply, ABC-TV Hollywood stated.

The western tv network will cover every tv market in 11 western states, with rate cards and available programming to be announced shortly, network executives declared.

DuMont Television Network Names Dolan Sports Director

MR. DOLAN

PROMOTION of James M. Dolan, assistant director of sports for the DuMont Television Network, to sports director of DuMont was announced last week by Ted Bergmann, managing director of the network. Mr. Dolan succeeds Thomas J. McMahon, who has joined his family's business firm in Binghamton, New York.

DuMont's new sports director has been active in sports broadcasting for 18 years. He began his sports career in 1936 as assistant to Ted Husing, then sports director for CBS. In 1948 he moved to MBS.

From 1949 to 1951 he was director of tv sports for NBC. Mr. Dolan joined DuMont in 1952 as director of exploitation for the receiver division of Allen B. DuMont Labs. In 1953 he became assistant to Mr. McMahon.

CBS Radio, Affiliates Hold 'Routine' Parley

A FOUR-MAN group of the CBS Radio Affiliates Advisory Board conferred with officials of the network in New York last Tuesday in what the affiliates described as a "routine" meeting on matters of mutual interest. The group was composed of John Patt, WJR Detroit, chairman; Victor A. Sholis, WHAS Louisville; Saul Haas, KIRO Seattle, and Kenyon Brown, KWFT Wichita Falls, Tex. The network delegation was headed by President Adrian Murphy; station relations vice president William A. Schudt Jr., and Ole Morby, new manager of station relations (see story below).

New CBS Radio Post Goes to Ole Morby

OLE MORBY, Western Div. manager of station relations for CBS Radio, has been named to the newly-created post of manager of station relations for the network effective immediately, Station Relations Vice President William A. Schudt Jr., announced last Thursday.

Mr. Morby has been with CBS for 12 years beginning with the San Francisco office of CBS Radio Spot Sales. This position, interrupted by wartime service in the Navy, was followed by appointment to network sales, then promotion to manager of the network's San Francisco sales office in 1947 and assistant general sales manager of CBS-owned KNX Los Angeles and the Columbia Pacific Network in 1950.

MR. MORBY

As Western Div. station relations manager since October 1951, he has been responsible for the field work in 10 states and part of another.

In his new post he will transfer his headquarters to New York, from which point station relations for all sections, including the West Coast, will be supervised.

The change coincides with the resignation of Ed J. DeGray as director of CBS Radio station relations [CLOSED CIRCUIT, Dec. 6].

Plan Now
for the 4 biggest days
in radio-electronics!

I R E National Convention
and
RADIO ENGINEERING SHOW

March 21-24
New York City

Once again, you'll soon have the opportunity of appraising all of the important new developments of the past year in radio and electronics. In 4 days, from March 21 through 24, the I R E National Convention and Radio Engineering Show will give you the complete picture of significant developments in the industry achieved during the past year.

You'll hear the presentation of scientific and engineering papers of vital interest to you, carefully arranged into related groups of technical sessions.

You'll see more than 700 exhibits in a 4-acre panorama of all that's new in the radio and electronics field, at Kingsbridge Armory and at Kingsbridge Palace.

The Institute
of Radio Engineers
1 East 79th Street,
New York City

THE TAG TELLS THE STORY

VALUE

A studio quality dynamic at low cost

TURNER 51D-TV

Response: 60—13,000 c.p.s.

Level: 57 db below 1 volt/dyne/sq. cm. at high impedance.

Impedance: high impedance models wired for balanced line with 2-conductor shielded cable. Low impedance models (50/200 ohms) wired for balanced line with three-conductor shielded cable and 4-pin connector.

Polar Pattern: essentially non-directional in any position.

Transformer: magnetically shielded. Diaphragm: special aluminum alloy. Case: all metal. Umber grey or satin black. Cable: 12 ft., high quality cable with Cannon quick-disconnect plug.

Blast-proof head and rugged dynamic performance. Almost instantaneous change from stand to hand use.

LIST PRICE $92.50

Complete with cable set and matching stand with shockmount.

TURNER MICROPHONES

THE TURNER COMPANY
936 17th St., NE., Cedar Rapids, Iowa
Canada:
Canadian Marconi Co., Toronto, Ont. & Branches.
Export:
Ad. Auriema Inc., 89 Broad St., New York 4, N. Y.

NETWORK PEOPLE

John Nelson, partner, Masterson, Reddy & Nelson (tv program production and sales), Hollywood, to NBC Pacific Div., same city, as program supervisor.

Edward A. Rosenberg, William Morris Agency, Beverly Hills, Calif., to NBC Pacific Div., Hollywood, as manager of contract administration.

Howard Wiley, producer, NBC Hollywood, promoted to night operation supervisor.

Esther Van Wagoner Tufty, Washington editor, NBC-TV *Home,* in Netherlands to judge in William the Silent Award for Journalism, which gives award to American reporter with best Dutch story of year, and will make reports and films for *Home.*

Keeping 'Em Happy While They Wait

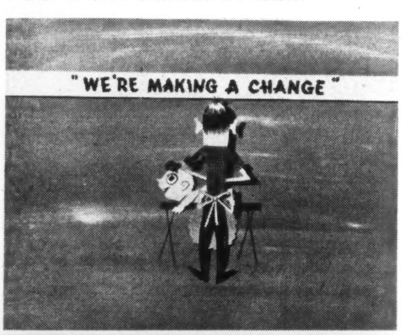
KEEPING televiewers in a pleasant frame of mind when their favorite program has been interrupted because of technical difficulties is the guiding philosophy behind the NBC Owned Stations Division's new series of five amusing telops, which have been placed in use on the division's five owned-and-operated television stations.

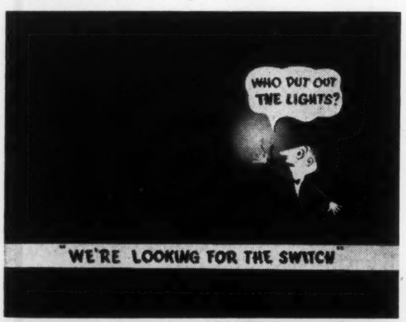
The keep-'em-laughing telops went into service several weeks ago on WRCA-TV New York, WRC-TV Washington, WNBK (TV) Cleveland, WNBQ (TV) Chicago and KRCA (TV) Los Angeles. The series also is being made available to stations represented by NBC Spot Sales.

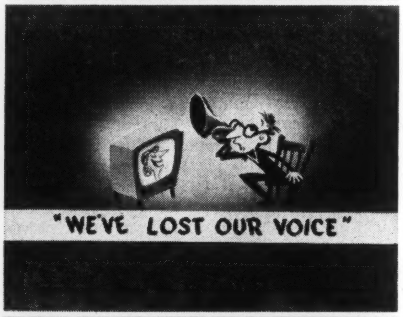
The series was evolved at the request of Charles R. Denny, vice president of the NBC owned stations and NBC Spot Sales division, who sought to achieve varied and more entertaining telops to replace the time-honored "Please Stand By" message. The three contingencies covered by the new illustrations include video breakdown, audio failure and simultaneous audio and video difficulties.

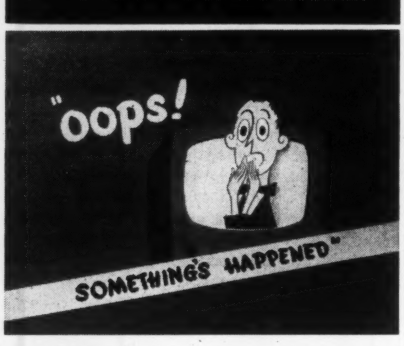
Video breakdown is followed by a telop showing a cartoon figure holding a lighted match in a dark room. In a balloon are written his words: "Who put out the lights?" The bottom of the illustration contains the message: "We're looking for the switch." In the event of sound failure, a cartoon is flashed on the screen, showing a man with an ear-trumpet sitting before a television set, and carrying the legend: "We've lost our voice." In the case of simultaneous video and audio troubles, two telops are put into use. The first pictures a man coming through a television set, and, apparently embarrassed, saying: "Oops! Something's happened." This telop is followed immediately by one of a frenzied engineer working on a console and is captioned: "And we're fixing it." The fifth in the new series deals with unannounced schedule revisions, and depicts a father changing the baby's diaper, with printed information reading: "We're making a change." An announcer explains the program change with voice under the telop.

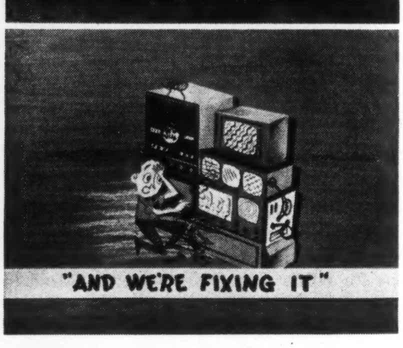
Additional telops in a similar vein are being prepared to cover other special announcement topics, according to Max E. Buck, director of promotion for the NBC Owned Stations Division.




WHO PUT OUT THE LIGHTS?
"WE'RE LOOKING FOR THE SWITCH"







U. of Kansas City Uses Tv In Dental School Studies

RCA and the U. of Kansas City have announced that RCA "Tv Eye" closed-circuit television equipment is being used by the school as a classroom aid in teaching dental surgery. The decision to use the closed-circuit system enables more than 100 students at the dentistry school to observe oral operations in a lecture hall a floor away from where operations are being performed.

The equipment was a gift to the school from the alumni association, according to Dr. Joseph F. Jacobs, assistant dean of the school of dentistry and president of the alumni group.

Dr. Jacobs stated that the camera is fitted with a telescopic lens which allows the camera to "get inside" the patient's mouth without intruding on the surgeon's working area. The installation also includes a two-way intercommunications system which enables the surgeon to describe the operation as he performs it, and to hear questions from students watching the operation from the lecture hall.

KPIX(TV) Cooperating With Stanford on Tv Course

KPIX (TV) San Francisco, in conjunction with Stanford U., is offering its facilities and personnel under the direction of Phil Lasky, general manager, for the advancement of formal education in television.

The program, which leads to a masters degree, consists of three quarters of regular graduate work, an eight-week summer institute divided between Stanford and KPIX and a ten-week internship at KPIX.

At present KPIX has as its internee Jack Davidson, who is completing the requirements for his master's degree in radio and television. Mr. Davidson's degree will be the second of its kind conferred by Stanford.

WHYY (FM) Begins Tomorrow

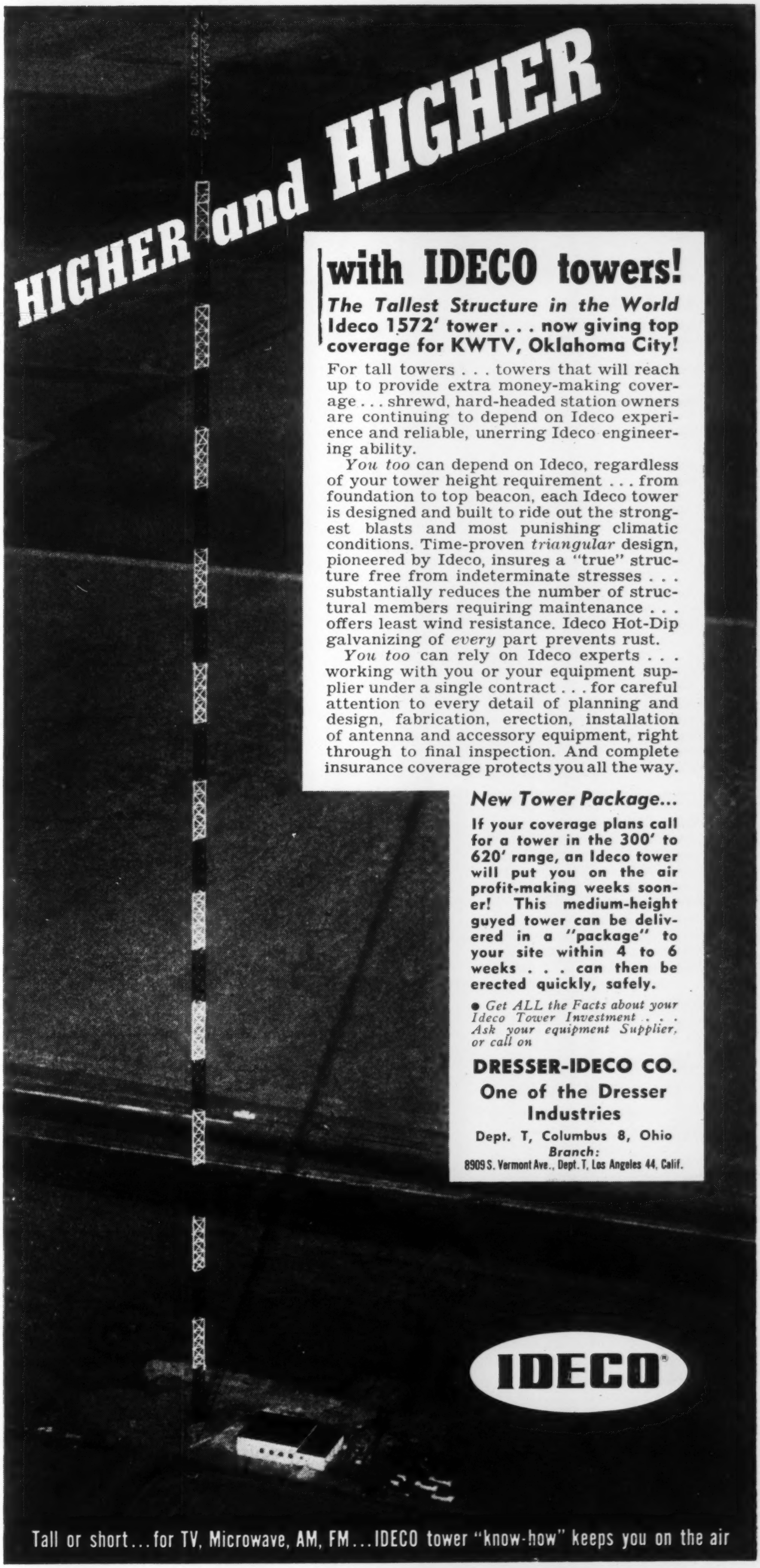
WHYY (FM) Philadelphia, educational outlet on 90.9 mc, is scheduled to go on the air tomorrow (Tuesday), the station reports. Westinghouse Corp. supplied the equipment, including a 23 kw transmitter and a 600-ft. tower. Laurence LePage is WHYY executive director and John Ullrich, formerly of WCAU-TV and WFIL-TV there, is program supervisor.

EDUCATION PEOPLE

Pat Kelly, formerly announcing staff supervisor, NBC, to SRT-TV (School of Radio Technique), N. Y., as dean of school.

William S. Tacey, director of tv, U. of Pittsburgh, is conducting series of two hour seminars to instruct faculty members on appearing on tv. Workshop consists of one hour lecture and one hour in educational WQED (TV) Pittsburgh studios with live cameras.

Dr. C. L. Menser, director of radio, Stetson U., De Land, Fla., appointed to special committee on educational television for state of Florida.



HIGHER and HIGHER

with IDECO towers!

The Tallest Structure in the World
Ideco 1572′ tower . . . now giving top coverage for KWTV, Oklahoma City!

For tall towers . . . towers that will reach up to provide extra money-making coverage . . . shrewd, hard-headed station owners are continuing to depend on Ideco experience and reliable, unerring Ideco engineering ability.

You too can depend on Ideco, regardless of your tower height requirement . . . from foundation to top beacon, each Ideco tower is designed and built to ride out the strongest blasts and most punishing climatic conditions. Time-proven *triangular* design, pioneered by Ideco, insures a "true" structure free from indeterminate stresses . . . substantially reduces the number of structural members requiring maintenance . . . offers least wind resistance. Ideco Hot-Dip galvanizing of *every* part prevents rust.

You too can rely on Ideco experts . . . working with you or your equipment supplier under a single contract . . . for careful attention to every detail of planning and design, fabrication, erection, installation of antenna and accessory equipment, right through to final inspection. And complete insurance coverage protects you all the way.

New Tower Package...

If your coverage plans call for a tower in the 300′ to 620′ range, an Ideco tower will put you on the air profit-making weeks sooner! This medium-height guyed tower can be delivered in a "package" to your site within 4 to 6 weeks . . . can then be erected quickly, safely.

● *Get ALL the Facts about your Ideco Tower Investment . . . Ask your equipment Supplier, or call on*

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Tall or short . . . for TV, Microwave, AM, FM . . . IDECO tower "know-how" keeps you on the air

RADIO & TV SURVEYS tell us that WHBF am-tv CBS FOR THE QUAD-CITIES are the QUAD-CITIES' FAVORITES!

Les Johnson, V.P. and Gen. Mgr.

QUAD-CITIES
IOWA
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Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

COVERS 1/10 AMERICA'S NEGRO POPULATION

WDIA

50,000 WATTS

broadcasting exclusively to 1,466,618 Negroes—never reached before. Top Hooper and Pulse rated Station in the Memphis Market!

Write now for "Golden Market" Survey, WDIA, Memphis

Represented by
JOHN E. PEARSON CO.
DORA-CLAYTON AGENCY, SOUTHEAST

CBC ANNUAL REPORT SHOWS SURPLUS UP

Tv expenditures were mainly for program expenses. Chief sources of revenue, other than government grants, were excise taxes levied on radio-tv receivers and parts.

THE GOVERNMENT-OPERATED Canadian Broadcasting Corp. had a surplus of $6,567,862 in the fiscal year 1953-54 ending March 31, 1954, as against a surplus the previous year of $367,359. The surplus was $1,283,895 for sound broadcasting and $5,283,967 for television.

In the annual report issued by the CBC and released on Dec. 7, revenues totaled $27,430,726. Of this, $6,250,000 was a grant from the Canadian government for sound broadcasting, $5,056,745 was from the 15% excise tax on the sale of radio receivers and parts, $2,471,488 from commercial programs, a drop of $42,226 from the previous year, and $274,634 was from license fees paid by independent sound broadcasting stations. The 15% excise tax on tv receivers and parts collected by the government was turned over to the CBC under the Canadian Broadcasting Act and amounted to $11,703,149. Commercial revenue from tv sponsored programs totaled $1,334,766, up from $518,380 the previous year when tv operated only for the last seven months. Miscellaneous revenue totaled $339,941.

Television expenditures of $6,377,395 consisted mainly of $4,128,140 program expenses and engineering expenses of $1,529,094. The commercial department's tv expenditures were $31,421. Am expenditures of $13,518,842 included $7,575,176 for programs, $2,678,847 for engineering, $1,599,291 for station network lines, commercial department $279,211, administrative expenses of $1,292,254.

High Television Revenue

The report pointed out that the "relative high revenues of tv for the past year are evidence of the keen interest shown by Canadians for the new medium as measured by the very large number of sets sold during the year. Revenues based on sales of sets, however, cannot be expected to rise much further, and will probably drop in the future. At the same time, operating costs will inevitably rise steeply as the system spreads across the country and as program production develops." Revenues for the current year, 1954-55, are expected to about cover expenditures in tv, CBC spokesmen intimated.

CBC expects commercial revenues in tv to develop considerably, according to the report, but such revenues are not expected to meet the main costs of producing national tv programs and distributing them to stations in all parts of the country. Currently CBC pays all production and distribution costs of national programs telecast on independent tv stations. In return the independent stations serve as outlets for CBC.

Despite increasing production costs, CBC reports that it "was able to gain considerable support from advertisers for Canadian programming."

Toward the end of the fiscal year, CBC faced problems of developing more and better French and English language tv programs, establishment of regional program production centers, commitments for a nationwide microwave network system and planning for color tv.

Dealing with programs from other countries, the CBC report states that in the fiscal year 1953-54, a total of 1,655 hours of U. S. network am programs were carried by CBC along with 402 hours from the British Broadcasting Corp. Canadian am programs totaling 33 hours were fed to U. S. networks. In tv, 819 hours of U. S. and BBC programs were carried by CBC stations and the CBC tv network.

CBC Recommends New Am, Power Increases for Three

REQUESTS for a new 250 w am station and power increases for three am stations and one tv station were recommended at the Dec. 3 meeting of the board of governors of the Canadian Broadcasting Corp. at Toronto. The recommendations were announced Dec. 7 at Ottawa.

Arthur Kenneth Orton was licensed to operate a 250 w station on 1510 kc at Tillsonburg. The new station, CKOT, to be operated by the Tillsonburg Broadcasting Co. Ltd., was opposed in its application by nearby stations CHLO St. Thomas, CKOX Woodstock and CKPC Brantford.

CKCH Hull was recommended for an increase from 1 kw to 5 kw on 970 kc. CKMR Newcastle, N. B., was granted increase from 250 w on 1340 kc to 1 kw on 790 kc. CKCL Truro, N. S., received permission to increase from 250 w on 1400 kc to 1 kw on 600 kc.

CHSJ-TV St. John, N. B., was recommended for a power increase from 27.8 kw visual to 100 kw visual on ch. 4, with antenna at 1,200 ft. above average terrain.

A number of share transfers were approved and control of ownership was approved in the cases of CKMO Vancouver, CKFI Fort Frances, CJRL Kenora and CJSO Sorel.

RFE Fund Campaign Foreseen

AMERICAN Heritage Foundation has distributed to radio stations throughout the country material for use in stressing the importance of the 1955 Crusade for Freedom which raises funds for Radio Free Europe. The packet contains material to be read by local announcers on the work of Radio Free Europe in helping to arrest the growth of communism behind the iron curtain. Additional material will be sent to stations, culminating the Crusade's January-February fund-raising campaign.

CKLW-TV Issues New Rates

CKLW-TV Windsor-Detroit has issued its second rate card, effective Jan. 1. Basic hourly rates, class A time, start at $450. Increases from the first rate card are shown in periods from one half-hour down, with new half-hour class A time rate being $315 as against $270 previously.

INTERNATIONAL PEOPLE

Douglas A. Lee, assistant production manager, CKX Brandon, Man., transfers to CKX-TV as program manager.

G. Allen, formerly with Associated Broadcasting, Toronto, to Vickers & Benson Ltd. (adv.), same city, as radio-tv director.

Deborah Bogue to Canadian Assn. of Radio and Television Broadcasters, Ottawa, as director of public relations.

F. Williams Booth, formerly with Cockfield, Brown & Co. (adv.), Toronto, to tv production dept., Dominion Broadcasting Co., same city.

DuMont Labs Offers Resume Of Studio Color Tv Equipment

FOR those desiring a detailed run-down of its complete line of color broadcast studio equipment, Allen B. DuMont Labs has announced the availability to broadcasters, engineers and consultants of an "informational package."

Included is a 36-page booklet detailing its four basic studio color system layouts. Basic components and cost of equipment of each system are provided. A separate 10-page booklet provides a complete price-listing of all DuMont color equipment, and a third, illustrated brochure describes the operation of the company's color and monochrome multi-scanners for 16mm films, slides and opaques as well as instructions for field conversion of monochrome DuMont multi-scanners to color. Individual catalogue specification sheets complete the "package."

Material is available from DuMont's Television Transmitter Dept., 1500 Main Ave., Clifton, N. J.

Sylvania Buys More Facilities

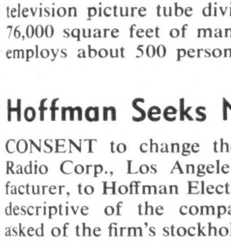
PURCHASE of National Union Electric Corp.'s television picture tube manufacturing facilities at Hatboro, Pa., by Sylvania Electric Products Inc. has been approved by the board of directors of the two companies and submitted to NUEC's stockholders for approval, the firms have announced. National Union would continue in the electronics field with its transistor division and with its research labs at Orange, N. J., and also is looking toward acquisition of another business. The Hatboro plant, which would become part of Sylvania's television picture tube division, includes almost 76,000 square feet of manufacturing space and employs about 500 persons.

Hoffman Seeks Name Change

CONSENT to change the name of Hoffman Radio Corp., Los Angeles radio-tv set manufacturer, to Hoffman Electronics Corp., as more descriptive of the company's operation, was asked of the firm's stockholders last week. H. L. Hoffman, also president and majority stockholder, Television Diablo Inc., licensee of KOVR (TV) Stockton, Calif., stated in a letter, "The largest factor in the company's civilian business is the manufacture of tv receivers and the company is engaged in many varied and diversified projects in the field of electronics."

RCA Club Adds Long-Timers

RCA has added 265 employes of its manufacturing and service divisions to its RCA Victor 25-Year Club in ceremonies held during the last two weeks. New members were presented with gold watches in a series of banquet ceremonies held in various plant locations throughout the country.



RAIN?

Yes, it rains profits galore when you pick WWPA to open people's purses and keep 'em running into stores in this great Pennsylvania market!

WWPA

Williamsport, Pa.

Contact Burn-Smith Co. for details.

Transmitting Equipment

Station	Power	Band	Use
TRANSMITTER SHIPMENTS			
General Electric Co.			
WBBM-TV Chicago	5 kw	tv (ch. 2)	------
WSJS-TV Winston-Salem, N. C.	50 kw	tv (ch. 12)	------

OTHER EQUIPMENT: Allen B. DuMont Labs reported shipment last week of complete multi-scanner color unit and color terminal equipment, valued at $86,000, to WBZ-TV Boston (ch. 4). DuMont also reported that six stations have ordered color conversion equipment: KHQA-TV Hannibal, Mo. (Quincy, Ill.), on ch. 7; WGEM-TV Quincy, Ill. (Hannibal, Mo.), on ch. 10; WLVA-TV Lynchburg, Va. (ch. 13); KWWL-TV Waterloo, Iowa (ch. 7); KOOL-TV Phoenix, Ariz. (ch. 10), and WICU (TV) Erie, Pa. (ch. 12).

MANUFACTURING SHORTS

Kurman Electric Co., Long Island City, N. Y., manufacturing new relay, Series 23, with flexible armature and adjustable contacts, for ac or battery operated remote control units or for use as plate circuit relay. Relay, with coil resistances up to 5,000 ohms available with maximum continuous dissipation of 1 w, has 30 milliwatts and adjustable single pole double throw contacts rated at 1 amp 110 v.a.c., according to company.

Allied Radio Corp., Chicago, announces publication of revised edition of "A Dictionary of Electronic Terms," containing over 3,500 definitions of terms used in tv, radio and industrial electronics and over 150 illustrations and diagrams of components, equipment and electronic circuits. Publication, 72 pages, is available from firm for 25 cents under stock number 37 K 756 at 100 N. Western Ave., Chicago 80.

Aerovox Corp., New Bedford, Mass., has introduced ceramic-cased paper tubulars, Type P84 CM or Duramics, intended for use by engineers, designers and equipment builders. Tubulars, for operating temperature of from —55° C to +85° C and with life test of 1½ times rated voltage at 85° C for 250 hours, have steatite casing providing protection against humidity and have terminal lead wires which will not loosen or pull out with severe handling, according to company.

MANUFACTURING PEOPLE

Maj. Gen. Edmond H. Leavey, U. S. Army (ret.), president, Federal Telecommunications Labs, Nutley, N. J., subsidiary of International Telephone & Telegraph, N. Y., elected president, International Standard Corp., IT&T overseas manufacturing subsidiary.

Ralph G. Maddox, technical service manager, Prodelin Inc. (tv and microwave antenna system facilities), Kearney, N. J., promoted to vice president in charge of technical sales and service.

Vincent K. Meehan, Admiral Corp., Chicago, appointed administrative assistant to vice president-sales.

Douglas Wallace, Pittsburgh district manager, Graybar Electric Co., N. Y., appointed assistant vice president; **J. E. Carroll** succeeds Mr. Wallace.

Jack Lauderback, Washington representative, electronics div., Willys Motors Inc., Toledo, Ohio, appointed director of sales, eastern div., Fleetwood Corp. (radio-tv parts), Toledo.

Daniel F. Shea Jr., senior project coordinator, Hazeltine Electronics Corp., Little Neck, N. Y. appointed engineering liaison executive, government contract div., Hallicrafters Co., Chicago.

Leo R. Mead, 51, technical assistant to chief engineer, Hallicrafters Co., Chicago, died Dec. 3.

IN DETROIT

You Sell More on

CHANNEL

4

WWJ-TV

NBC Television Network

DETROIT

Associate AM-FM Station WWJ

Owned and Operated by **THE DETROIT NEWS**

National Representative

THE GEORGE P. HOLLINGBERY CO.

your **short cut** ***to better, more flexible, more profitable programming . . .***

STANDARD

SHORTY-TUNES

Monthly releases of 20 current and standard pop tunes— each averaging only . . . 1½ Minutes in length

Recordings by top talent tailored to fit tight program schedules. Only 1½ minutes long instead of usual 2½ to 3. Allows time for extra commercial without double or triple spotting. On 33⅓ r.p.m. vinylite discs. Outright purchase at extremely low cost.

Send for complete details and **FREE AUDITION RECORD**

STANDARD

RADIO TRANSCRIPTION SERVICES, INC.

360 N. Michigan Ave., Chicago 1, Ill.

WKNB-TV BROCHURE

CLIENTS, advertisers and agencies have received a promotion brochure from WKNB-TV New Britain, Conn., employing a fold-over device to lead readers on to find the completion of a question and answer. The entire question and answer reads, "Want a powerful selling medium in the big Hartford County market . . . the 3d richest and 25th largest market in the United States? Then use WKNB-TV, Hartford County's pioneer tv station, because everyone likes the programs on ch. 30." Fully opened, the promotion displays the personalities of the network programs of WKNB-TV (CBS-TV affiliate) with individual CBS "eyes" and the local programs with circles enclosing their performers. The sheet states, "Over 220,000 families (800,000 people) are watching WKNB-TV for the very best in . . . programs."

BOSTON AIR CRASH COVERAGE

COVERAGE of the plane crash two weeks ago in New Hampshire was provided by two Boston stations, WBZ-TV and WVDA. When the plane with its five passengers and two crew members was reported missing and a search was ordered, WBZ-TV dispatched a total of five men to cover the accident and secure pictures. After the plane was sighted, Richard Hand, WBZ-TV photographer, was on the scene to take photos from the air and he later secured films of the five survivors when they were removed to the St. Lewis Hospital in Berlin, N. H. The films were rushed back to WBZ-TV and aired a few hours after the downed plane was first spotted. Four reporters from WVDA waited out 44 hours in the mountains near Berlin's Old Baldy region until the crash site was located. Working in zero weather in shifts of two, station newsmen flashed reports to WVDA via telephone beeper signals and obtained interviews with New Hampshire Governor Hugh Gregg and the president of the airlines of the downed plane. WVDA also fed news to WIDE Biddeford, Me.

DRAMA AT KPHO-TV

A "DRAMATIC" presentation is being sent to advertisers and agencies starring KPHO-TV Phoenix, Ariz. "The Phoenix Story," a brochure of KPHO-TV, includes three acts: Act I, Quarter Hours Captured; Act II, Top 15 Shows, and Act III, Top 10 Multi-Weekly Shows. In Act I, KPHO-TV claims 307 firsts, to 72 and 57 for stations B and C. Thirteen out of the top 15 weekly shows are captured by KPHO-TV in Act II, and in the final act, all 10 of the top 10 multi-weekly shows are won by the station, basing its claim on the October 1954 ARB Report. The station winds up the show by saying "We're busy at KPHO-TV!"

RADIO AND THE ELEPHANT

RADIO reaches 99% of the total Los Angeles market and is the one medium which has grown with the area and covers all sections with equal intensity, states the "How to Wrap an Elephant" promotional brochure being distributed to advertisers and agencies by Columbia Pacific Radio Network, Hollywood. The brochure describes as "elephant" the sprawling Los Angeles market, which has split into small shopping centers from the original downtown shopping area, and points out that KNX Hollywood, a CPRN station, commands the greatest single radio audience in the region, according to the July-Aug. 1954 Pulse survey.

CANADIAN PROGRAM LISTINGS

DOUBLE PAGE of weekly television program listings has been started in the Saturday editions of the *Toronto Globe & Mail*, a morning daily newspaper. The first complete listing appeared Dec. 4. The radio-tv page format covers programs of 12 stations in the Toronto area in both Canada and the United States, listing the schedules from early morning to sign-off by day and hour. Weekend radio programs also are listed. A column entitled "Good Looking" features leading shows of the week.

'MIRACLE OF THE DELAWARE'

PREMIERE of a color sound motion picture, "Miracle of the Delaware," produced by WPTZ (TV) Philadelphia describing the greater Philadelphia area, was staged Nov. 29 at the opening session of the American Municipal Assn. convention in that city. Approximately 1,000 mayors attending the meet saw the film describing Philadelphia and its communities with regard to transportation, industries, goods and services, home life, cultural and educational facilities and historic traditions. The film was later screened before the board of directors of the Chamber of Commerce of Greater Philadelphia. WPTZ reports that shortly after the first of the year prints will be made available to area chambers of commerce, chambers of commerce in American cities and towns outside Philadelphia and school, church, civic and fraternal groups across the country.

Smooth, Smoother, S-m-o-o-t-h-e-s-t

TV camera action ever known with CAMERA EQUIPMENT

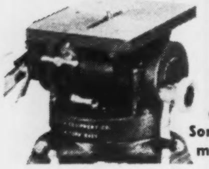
GRAVITY BALANCED

ROCKER TYPE PAN AND TILT HEAD

You'll know what we're talking about the instant you try it! Our new ROCKER Head has almost gyroscopic action, smooth, effortless. No longer do you have to fight spring balance to make your tilts.

You establish absolute balance by positioning camera on ROCKER head platform and adjusting center of gravity with vernier control. Long and short lenses are compensated for with vernier adjustment. Prompting device may be added and balanced easily. Convenient brake handles and locking device for pan and tilt tension. Fits standard tripod and dollies. Lighter in weight—and more economical in price. See it—test it—it's a "must"!

Accessories that SURPASS accepted standards—for Studio, Mobile and Micro-Relay Equipment



New Model C BALANCED TV Head provides correct center of gravity in a FLASH— without groping. No matter what focal length lens is used on the turret, the camera may be balanced by the positioning handle without loosening the camera tie-down screw. Something every cameraman has always desired.

NEW PORTABLE 3-WHEEL COLLAPSIBLE DOLLY

Dolly folds to fit into carrying case—18"x12" x36". Weighs only 60 lbs. Has wheel in rear for steering, which may be locked for straight dollying.

DOLLY COLLAPSED

MICRO RELAY

Micro wave relay beam reflector head, also metal tripod. Head is perfect for parabolas up to 6 ft. diameter, withstands torque spec's environmental treated. Tripod legs work in unison, one lock knob, spurs and rubber foot pads included.

Famous BALANCED TV Head supporting a TV camera. Both are mounted on one of our all-metal tripods, which in turn is mounted on a Ceco Spider Dolly. Here is a "team" outstanding for versatility and maneuverability in studio or on location.

WRITE FOR COMPLETE ILLUSTRATED BROCHURE

FRANK C. ZUCKER

CAMERA EQUIPMENT CO., INC.

DEPT. B-11-16 • 1600 Broadway • N. Y. C.

IDs of Marchers

FOR THE PAST year WAVE-TV Louisville, Ky., as a tie-in with its call letters, has been carrying a WAVE-of-the-month series of station IDs. The Navy Dept. selects a girl whose home is within the WAVE-TV coverage area and the ID is prepared by the Fifth Naval District, Norfolk. The station reports it has received enthusiastic response from the girls and their families. This month's WAVE is Marilyn Newkirk, Yeoman seaman, from New Albany (Floyd county), Indiana.

W
A
V
E
Louisville, Kentucky

WBC PHONE BOOK PROTECTOR

WESTINGHOUSE Broadcasting Co. has mailed to advertisers and agencies a new telephone book cover protector designed to promote the company's five radio and three television stations. The three-color protector lists the location and power of each WBC property, plus each station's frequency or channel number. Similar protectors with local station copy are being distributed in several WBC cities by the stations.

'SUPER JACKPOT' CONTEST

CHANCE to compete for a special "Super Jackpot" is being offered to viewers of *Musical Jackpot* on WATV (TV) Newark, N. J. The prizes include a four-door Oldsmobile, a round-trip ticket to Paris for two via KLM Airlines and a $1,000 General Electric kitchen. To enter the contest, participants must guess the amount of money that will be collected for the Damon Runyon Cancer Fund. The contestant guessing nearest to the correct figure will win the car and the two runners-up will be awarded the Paris trip and GE kitchen.

'BEST MOMMIE IN THE WORLD'

MORE than 20,000 letters have been received in less than a week by Paul Dixon, m.c. of DuMont's *Paul Dixon Show,* in response to an announcement the performer made two weeks ago. At that time Mr. Dixon informed youngsters that he would present daily four Patti Page Mama Dolls to children who offered the best reason for "Why my Mommie is the best Mommie in the world." The dolls will be given until Christmas when a total of 100 will have been sent to participating children.

WFAA-TV HELPS BREAK SLAYING

BREAK leading to the capture of kidnapper-slayer suspect was credited to WFAA-TV Dallas, Tex., when a picture of a missing 11-year-old girl was shown on the station's 10 p.m. *Final Edition* newscast. Before the program was over, a motel operator in nearby Irving, Tex., telephoned WFAA-TV to report the girl had been a recent guest. Police learned her uncle had brought her to the motel and were able to break down his story to obtain a confession and make him reveal where the body could be found, according to the station.

'MINNESOTA, U. S. A.'

WCCO-TV Minneapolis-St. Paul, in cooperation with the Minneapolis Junior Chamber of Commerce, is presenting a new series each Sunday, *Minnesota, U.S.A.* The series, a project of the Minnesota development committee of the Junior Chamber, is designed to introduce to the public successful Minnesota industrial firms. One program, saluting the Pako Corp. of Minneapolis, manufacturers of photographic and X-ray processing equipment, took viewers on an 11-minute tour by film of the company's plant, employing 500 Minneapolis area workers, and followed with an interview of the president of the firm.

WSB-TV COVERS PLANE CRASH

MORSE negative developer tank was used by WSB-TV Atlanta Dec. 1 to get films of a nearby jet trainer plane crash on the air less than two hours after the accident occurred. Joe Fain, photographer of the station, received word of the crash at 10:40 a.m. and arrived at the scene to take a 100 feet of film. Mr. Fain returned to WSB-TV studios and processed the film in the negative developer tank in time to get it on the 12 noon news. The tank is designed for negative development only, but in times of emergency station cameramen use it for positive movie film and then reverse the polarity on the tv cameras. WSB-TV reports that results are good and that news events can be handled with timesaving.

JUST LIKE LIBERACE

CONTEST designed to find an Indiana youngster under 12 who plays the piano most like Liberace was staged by WFBM-AM-TV Indianapolis and Rogers Jewelers of that city, sponsors of *Liberace* over those stations. Hoosiers were invited to enter their children in the contest and auditions were held by WFBM-AM-TV's programming department. Ten contestants were selected as semi-finalists and one appeared each day on WFBM's *Make Mine Music* and WFBM-TV's *Song Shop* over a two-week period. A winner was selected both weeks from votes of listeners and viewers who were asked "Do you think (child's name) plays like Liberace?" The winner of the two semi-finalists was selected in the same manner and received a $240 Ampro tape recorder, presented on the following week's *Liberace* tv show. A special film clip of Liberace congratulating the winner also was shown.

UPCOMING

DECEMBER

Dec. 15: Air Coordinating Committee, Technical Div., 2 p.m., Room 1510, Temporary Bldg. 4, Washington, D. C.

Dec. 23: FCC Comments on proposed allocation of five more educational tv channels for Michigan, Washington, D. C.

JANUARY

Jan. 3-4: NCAA Tv Committee meets, Hotel New Yorker, New York.

Jan. 5-7: NCAA 49th Annual Convention, Hotel New Yorker, New York.

Jan. 10: RAB Clinic, Miami, Fla.

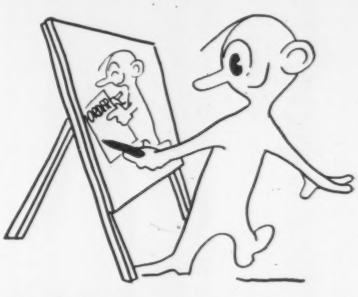
Jan. 11: RAB Clinic, Jacksonville, Fla.

Jan. 12: RAB Clinic, Birmingham, Ala.

Jan. 13: RAB Clinic, Atlanta, Ga.

Jan. 14: RAB Clinic, Augusta, Ga.

Jan. 15: Deadline, BMI Student Composer's Radio Awards, New York.



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Now...United Television Aids offers you a brand new type of cartoon service on an exclusive franchise basis. Nothing like it has ever been offered before! This unique new process allows anyone to be an expert cartoonist before live cameras. It's particularly adaptable to weather, sport, news or kiddie shows. Viewer interest will be quickly increased a hundred fold. This is not a cartoon course, but a service that makes a cartoonist out of anyone, immediately. Don't delay...ask about the franchise for your area.

LOW COST

Since this live cartoon service increases audience and viewer interest, many sponsors are picking up the tab for this low-cost "on-camera" cartooning. Valuable merchandising aids also available to support sponsor's product.

Write, Wire, Phone—Today

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A PRESENT FOR SANTA CLAUS

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Station Authorizations, Applications

(As Compiled by B • T)

December 2 through December 8

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis. — visual. kw — kilowatts. w — watts. mc — megacycles. D—day. N—night. LS—local sunset. mod. — modification. trans. — transmitter. unl. — unlimited hours. kc —kilocycles. SSA — special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations As of Nov. 30, 1954*

	AM	FM	TV
Licensed (all on air)	2,634	533	124
CPs on air	16	21	†310
CPs not on air	112	11	141
Total on air	2,650	554	434
Total authorized	2,762	565	575
Applications in hearing	137	2	167
New station requests	174	3	18
New station bids in hearing	76	0	151
Facilities change requests	133	9	19
Total applications pending	647	67	173
Licenses deleted in Nov.	2	5	0
CPs deleted in Nov.	1	0	6

*** Does not include noncommercial educational fm and tv stations.**
† Authorized to operate commercially.

* * *

Am and Fm Summary through Dec. 8

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,668	2,634	136	163	76
Fm	554	533	33	6	0

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	267	316	583[1]
Educational	15	18	33

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	293	115	408
Noncommercial on air	5	3	8

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	940	337	727	531	1,259[2]
Educational	56		28	28	56[3]
Total	996	337	755	559	1,315[4]

[1] One hundred-thirteen CPs (21 vhf, 92 uhf) have been deleted.
[2] One applicant did not specify channel.
[3] Includes 33 already granted.
[4] Includes 616 already granted.

ACTIONS OF FCC

New Tv Stations . . .

ACTIONS BY FCC

Tupelo, Miss.—Tupelo Citizens Tv Co. granted vhf ch. 9 (186-192 mc); ERP 26.9 kw visual, 13.5 kw aural; antenna height above average terrain 370 ft., above ground 714.2 ft. Estimated construction cost $143,753, first year operating cost $91,992, revenue $97,920. Post office address 7 Oakdale Ct., Syracuse, N. Y. Studio and transmitter location 2 miles E. of Tupelo. Geographic coordinates 34° 15′ 42″ N. Lat., 88° 40′ 18″ W. Long. Transmitter Composit, antenna GE. Legal counsel Haley, Doty & Wollenberg, Washington. Consulting engineer Frank K. Spain, Syracuse, N. Y. Principals in general partnership include **Frank K. Spain** (35%), director of engineering at WHEN-TV Syracuse and former NBC tv development engineer; **Joseph G. Petit** (25%), NBC tv development engineer; **Walter D. Spain** (15%); **Perrin Purvis** (15%), insurance, and **Margaret H. Spain** (10%). Granted Dec. 8.

Klamath Falls, Ore.—KFJI Bcstrs. (KFJI), granted vhf ch. 2 (54-60 mc); ERP 13 kw visual, 6.5 kw aural; antenna height above average terrain 460 ft., above ground 229 ft. Estimated construction cost $156,200, first year operating cost $175,000, revenue $175,000. Post office address P. O. Box 692, Klamath Falls, Ore. Studio location Willard Hotel. Transmitter location near West city limits of Klamath Falls. Geographic coordinates 42° 12′ 55.5″ N. Lat., 121° 47′ 56″ W. Long. Transmitter GE, antenna GE. Legal counsel John W. Kendall, Portland, Ore. Consulting engineer Grant S. Feikert, Corvallis, Ore. Sole owner is **W. D. Miller**. Granted Dec. 2.

Rapid City, S. D.—Black Hills Bcstg. Co. of Rapid City granted vhf ch. 3 (60-66 mc); ERP 1.48 kw visual, 0.89 kw aural; antenna height above average terrain 260 ft., above ground 270 ft. Estimated construction cost $74,816, first year operating cost $150,000, revenue $100,000. Post office address P. O. Box 1752, Rapid City. Studio and transmitter location on Skyline Drive opposite St. Andrew extended. Geographic coordinates 44° 04′ 10″ N. Lat., 103° 14′ 38″ W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Principals include Pres. **Helen S. Duhamel** (100%), stockholder KOTA Rapid City; Vice Pres. **Peter A. Duhamel;** Sec. **Leo D. Borin,** and Treas. **J. Norman Heffron.** Granted Dec. 8.

Waco, Tex.—KWTX Bcstg. Co. (KWTX) granted vhf ch. 11 (198-204 mc); ERP 107.2 kw visual, 53.6 kw aural; antenna height above average terrain 525 ft., above ground 500 ft. Estimated construction cost $229,475, first year operating cost $114,600, revenue $125,000. Post office address 108½ S. 6th St., Waco, Tex. Studio and transmitter location 46th St. and Bosque Blvd. Geographic coordinates 31° 32′ 10″ N. Lat., 97° 11′ 03″ W. Long. Transmitter and antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer A. Earl Cullum Jr., Washington. Principals include **Mrs. Mabel B. Morriss** (39%), **W. W. Naman** (11%), **Hilton Emory Howell** (8%), **Ross M. Sams** (8%), **Robert E. Levy** (7%), **Milford N. Bostick** (7%), **Thomas D. Stribling** (5%) and **Mrs. Ellender S. Chase** (3%). Granted Dec. 2.

APPLICATIONS

Toledo, Ohio—The Greater Toledo Educational Tv Foundation, uhf ch. 30 (566-572 mc); ERP 22.39 kw visual, 11.21 kw aural; antenna height above average terrain 215.6 ft., above ground 244 ft. Estimated construction cost $101,300, first year operating cost $101,300. Post office address Board of Education Building, 121 Southard Ave., Toledo. Studio location to be determined. Transmitter location 2801 W. Bancroft St. Geographic coordinates 41° 39′ 44″ N. Lat., 83° 36′ 52″ W. Long. Consulting engineer A. R. Bitter. Principals include Pres. **Paul Block Jr.,** vice pres. *Toledo Blade*; Vice Pres. **Asa S. Knowles,** pres. of Toledo U.; Sec. **E. L. Browsher,** superintendent Toledo Public Schools, and Treas. **W. Clyde Slater,** treasurer Toledo Board of Education. Filed Dec. 3.

Florence, S. D.—The Hills Bcstg. Co., vhf ch. 3 (60-66) mc); ERP 25.9 kw visual, 15.6 kw aural; antenna height above average terrain 710 ft., above ground 706 ft. Estimated construction cost $150,000, first year operating cost $170,000, revenue $175,000. Post office address % Joseph L. Floyd, Phillips Ave. at 8th St., Sioux Falls, S. D. Studio location to be determined. Transmitter location Bradley Rd., near Bradley, S. D. Geographic coordinates 45° 00′ 34″ N. Lat., 97° 39′ 35″ W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. D. Ring & Assoc., Washington. Principals include **Midcontinent Bcstg. Co.** (100%), owner of KELO-AM-TV Sioux Falls; Pres. **N. L. Bentson**; Vice Pres. **Edmond R. Rubin**, and Sec.-Treas. **Joseph L. Floyd**. Above officers each own ⅓ of KELO-AM-TV. Filed Dec. 6.

Existing Tv Stations . . .

ACTIONS BY FCC

KTVR (TV) Hot Springs, Ark.—Southern Newspapers Inc. FCC denied application to replace expired CP for ch. 9 station. Action Dec. 8.

KWWL-TV Waterloo, Iowa—Blackhawk Bcstg. Co. granted mod. of CP for ch. 7 to change ERP to 191 kw visual, 95.5 kw aural; antenna height above average terrain 550 ft. Granted Nov. 30; announced Dec. 7.

WTBO-TV Cumberland, Md. — Tenn. Valley Bcstg. Corp. granted mod. of CP for ch. 17 to change name to Cumberland Valley Bcstg. Corp. Granted Nov. 29; announced Dec. 7.

WTVS (TV) Detroit, Mich.—Detroit Educational Tv Foundation granted mod. of CP for reserved educational ch. 56 to change ERP to 219 kw visual, 120 kw aural; antenna height above average terrain 540 ft. Granted Dec. 1; announced Dec. 7.

APPLICATIONS

KBET-TV Sacramento, Calif. — Sacramento Telecasters Inc. seeks mod. of CP for ch. 10 to change transmitter location to 3.5 miles S. of El Dorado, Calif.; studio location to 601-607 7th Ave., Sacramento; antenna height above average terrain 1,119 ft. Filed Dec. 3.

WICC-TV Bridgeport, Conn.—Southern Conn. & Long Island Tv Co. seeks mod. of CP for ch. 43 to change to ch. 6 (82-88 mc). Filed Dec. 2.

KQTV (TV) Ft. Dodge, Iowa—Northwest Tv Co. seeks mod. of CP for ch. 21 to change ERP to 213.4 kw visual, 122.4 kw aural; antenna height above average terrain 630 ft. Filed Dec. 2.

New Am Stations . . .

ACTIONS BY FCC

El Cajon, Calif.—Babcock Bcstg. Corp. granted 910 kc, 5 kw daytime, 1 kw night, directional. Post office address 2566 Fifth Ave., San Diego. Estimated construction cost $79,000, first year operating cost $32,000, revenue $47,000. Principals include President **Robert J. Babcock** (25%), retail drug store; Vice President **John H. Babcock** (25%), owner of commercial recording studios; Secretary-Treasurer **Lavene D. Babcock** (25%), and **Ruth E. Babcock** (25%). Granted Dec. 8.

Newton, Iowa—Richard C. Brandt, William M. Bryan, William C. Brandt & Eddie Erlbacher d/b as Newton Bcstg. Co. granted 1280 kc 500 w daytime, directional. Post office address P. O. Box 63, Cape Girardeau, Mo. Estimated construction

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• Houston, Texas	2700 Polk Avenue	Atwood 8536
• Los Angeles, Calif.	7501 Sunset Blvd.	Hollywood 2-6351
• Atlanta, Georgia	13th & Spring Streets	(open October 1, 1953)
• New York, International Div.	13 East 40th Street	Murray Hill 9-0200
• Montreal, Quebec, Canada	Canadian Marconi Co.	Atlantic 9441

cost $17,050, first year operating cost $36,000, revenue $50,000. Principals in equal partnership include **William C. Brandt**, program director-stockholder KGMO Cape Girardeau, Mo.; **William M. Bryan**, engineer-stockholder KGMO; **Richard C. Brandt**, general manager-stockholder KGMO and **Edwin A. Erlbacher**, stockholder KGMO. Granted Dec. 8.

Trenton, Mo.—S. W. Arnold, Samuel A. Burk & Sam M. Arnold d/b as Trenton Bcstg. Co. granted 1600 kc 500 w daytime. Estimated construction cost $23,102.49, first year operating cost $42,000, revenue $48,000. Principals in partnership include **Samuel A. Burk** (50%), 50% partner KIRK Kirksville, Mo.; **S. W. Arnold** (10%), 30% partner KIRK and **Sam M. Arnold** (40%), 10% partner KIRK. Post office address ℅ Samuel A. Burk, P. O. Box 726 Kirksville, Mo. Granted Dec. 8.

APPLICATIONS

Fernandina Beach, Fla.—Marshall W. & Carol C. Rowland d/b as Fernandina Beach Bcstrs. 1220 kc 250 w daytime. Post office address 6714 Banbury Rd., Jacksonville, Fla. Estimated construction cost $15,800, first year operating cost $18,000, revenue $30,000. Principals in co-partnership include **Marshall W.** and **Carol C. Rowland,** husband and wife, employes at WJHP Jacksonville. Filed Dec. 1.

Lawrenceville, Ill.—Ray J. Lankford, George H. Lankford & Stuart K. Lankford d/b as Lawrenceville Bcstg. Co. 910 kc 500 w daytime, directional. Post office address P. O. Box 58, Lawrenceville. Estimated construction cost $25,642, first year operating cost $36,000, revenue $48,000. Principals in equal partnership are all brothers and stockholders of WBAY-TV Princeton, Ind. Filed Nov. 30.

Missoula, Mont.—Montana Bcstg. Co. 1340 kc 250 w unlimited. Post office address ℅ William J. Strothman, P. O. Box 1202, Missoula. Estimated construction cost $9,442, first year operating cost $50,300, revenue $58,200. Principals include Pres. **Marion E. Dixon** (25.7%), real estate and insurance; Vice Pres. **William J. Strothman** (25.7%), employe at KXLL Missoula, and 10 other stockholders comprising local businessmen. Filed Nov. 30.

Existing Am Stations . . .

ACTIONS BY FCC

KOSI Aurora, Colo.—Mid-America Bcstg. Co. granted mod. of CP to increase power from 1 kw to 5 kw on 1430 kc daytime, subject to any interference from proposed operation of Arenze Bcstrs. on same frequency Colorado Springs. Granted Dec. 8.

WGGH Marion, Ill.—George W. Dodds granted mod. of license to change name of licensee to George W. Dodds tr/as Marion Bcstg. Co. Granted Nov. 30; announced Dec. 7.

STATION DELETED

WCOV Montgomery, Ala.—Capitol Bcstg. Co. FCC granted request for cancellation of license and deletion of call letters, effective Nov. 5. Granted Nov. 23; announced Dec. 7.

APPLICATIONS

KDEF Albuquerque, N. M.—Frank Quinn amends bid to change from 1030 kc to 500 w night, 1 kw daytime to 1150 kc 1 kw, unlimited to specify name as KDEF Bcstg. Co. Filed Dec. 3.

WKMG Roaring Spring, Pa.—Carl W. Kensinger & Robert E. Meredith seek mod. of CP to change transmitter and studio location to South Main St., Ext., Roaring Spring. Filed Dec. 3.

WCHV Charlottesville, Va.—Charles Barham Jr. & E. W. Barham d/b as Barham and Barham seek CP to change from 1240 kc 250 w to 1260 kc 1 kw, directional night. Filed Dec. 3.

New Fm Stations . . .

ACTION BY FCC

Augusta, Ga.—Savannah Valley Bcstg. Co. granted CP for new Class B fm station on ch. 279 (103.7 mc); ERP 10.5 kw; antenna height above average terrain 72 ft. Granted Dec. 8.

Existing Fm Stations . . .

ACTIONS BY FCC

KPLA (FM) Los Angeles, Calif. School of Radio Arts granted mod. of CP to change ERP to 7.1 kw; antenna height above average terrain 64 ft. Granted Nov. 30; announced Dec. 7.

WHBL-FM Sheboygan, Wis.—WHBL Inc. granted CP to change ERP to 63 kw; change transmitter and studio location; antenna height above average terrain 235 ft. Granted Nov. 29; announced Dec. 7.

Ownership Changes . . .

ACTIONS BY FCC

WSIR Winter Haven, Fla.—Citrus Belt Bcstrs. Inc. granted voluntary assignment of license to Tom Moore, Lawrence A. Rollins, L. Orden Craig, Henry L. Jollay & Nellie H. Fowler d/b as Radio Station WSIR. No consideration involved as principals retain identical percentage of ownership. Granted Dec. 3.

KFNF Shenandoah, Iowa—Capitol Bcstg. Co. granted involuntary transfer of control to Ethel S. Abbott, LeRoy Abbott & Arthur J. Abbott, executors of the estate of C. J. Abbott (47%), deceased. Granted Dec. 3.

WNEM-TV Bay City, Mich.—North Eastern Mich. Corp. granted assignment transfer of negative control by Saginaw Bcstg. Co. (WSAM-AM-FM Saginaw, Mich.) to Gerity Bcstg. Co. through sale of ⅓ interest for $155,000. Gerity Bcstg., owner of WABJ Adrian and WPON Pontiac, both in Michigan, will now be sole owner. Granted Dec. 2; announced Dec. 7.

KCHR Charleston, Mo.—Kermit Barker & Charles W. Hobbs d/b as South Mo. Bcstg. Co. granted voluntary assignment of license to corporation under the same name and to admit third equal partner James L. Ryrd III. Granted Dec. 8.

KWBM Williston, N. D.—Charles L. Scofield & James C. Carson d/b as KWBM Bcstg. Co. granted voluntary assignment of license to Charles L. Scofield through purchase of 50% interest from Mr. Carson for $40,000. Mr. Scofield, ⅓ owner KLTZ Glasgow, Mont., will now be sole owner. Granted Dec. 8.

WJEL Springfield, Ohio—Champion City Bcstg. Co. granted voluntary transfer of control to R. Stanley Lucas, William E. Bailey and Robert L. Yontz through sale of all stock by George R. Walker for $20,000 cash and assumption of liabilities. Principals include **R. Stanley Lucas** (⅓), attorney; **William E. Bailey** (⅓), attorney, and **Robert L. Yontz** (⅓), WJEL salesman. Granted Dec. 8.

WIBG-AM-FM Philadelphia, Pa.—Seaboard Radio Bcstg. Corp. granted voluntary transfer of control to Paul F. Harron through sale by Jack Kelly and family of approximately 30% interest for $250,000. Mr. Harron, pres.-30% owner of the stations, purchases 28% of the Kelly family intrest. Granted Dec. 8.

KFST Ft. Stockton, Tex.—Clyde E. Thomas & George T. Thomas d/b as Ft. Stockton Bcstg. Co. granted voluntary assignment of license to Clyde E. Thomas through purchase of ½ interest from G. T. Thomas for $1,500. Clyde E. Thomas will now be sole owner. Granted Dec. 2; announced Dec. 7.

KANG-TV Waco, Tex.—Central Tex. Tv Co. granted assignment of CP for ch. 34 to Texas Bcstg. Co. for $115,000 and assumption of $19,000 indebtedness. Texas Bcstg. is owner of KTBC-AM-TV Austin, Tex. Granted Dec. 2.

APPLICATIONS

KBOX Modesto, Calif. — Stanislaus County Bcstrs. Inc. seeks assignment of license to McClatchy Bcstg. Co. for $75,000. McClatchy is licensee of KFBK-AM-FM Sacramento, KWG Stockton, KBEE (FM) Modesto, KMJ-AM-FM-TV Fresno, KERN-AM-FM Bakersfield, and KOH Reno. McClatchy proposes to divest itself of KWG. Filed Dec. 1.

KOAT Albuquerque; KRSN Los Alamos, N. M.—Alvarado Bcstg. Co seeks assignment of licenses to Sunshine Bcstg. Co. for $160,000. Principals include **Hugh DeWitt Landis** (36.3%), owner of KICA Clovis, ⅓ partner KVBC Farmington, both in New Mexico and minority stockholder KANS Wichita, Kan., and KRGV Weslaco, Tex.; **William Wayne Phelps** (36.3%), owner of KALG Alamogordo, N. M.; **D. F. Prince** (9%), Washington attorney and minority stockholder WSBR Pensacola, Fla.; **Robert Porton** (9%), KRSN general manager, and **William Spack Jr.** (9%), KRSN assistant manager. Filed Dec. 1.

KQV Pittsburgh, Pa.—Allegheny Bcstg. Corp. seeks transfer of control to Tele-Trip Policy Co., for $740,000. Tele-Trip, aviation insurance specialists, owns KPOA Honolulu and WTAC Flint, Mich. Principals include Pres. **John M. Shaheen;** Directors **John G. Getz Jr., Henry B. Lamy Jr., Philip Gandert, Joseph P. Kand** and **Eugene DuPont III.** Filed Dec. 1.

KCOH Houston, Tex.—Call of Houston Inc. seeks transfer of control to Robert C. Meeker through sale of all stock for $86,500. Mr. Meeker is president-general manager of station. Filed Nov. 26.

KENS-AM-TV San Antonio, Tex.—San Antonio Bcstg. Co. seeks assignment of license to parent corporation Express Pub. Co. Filed Nov. 30.

WNRG Grundy, W. Va.—Va.-Ky. Bcstg. Co. seeks transfer of control to Charles F. Trivette through purchase of 37½% interest of Kenneth J. Crosthwait for $700. Mr. Trivette will now own 75% interest. Filed Nov. 30.

Hearing Cases . . .

INITIAL DECISION

Springfield, Ill.—New tv, ch. 2. FCC hearing examiner Millard F. French issued his initial decision looking toward grant of the application of Sangamon Valley Television Corp. for a new tv station on ch. 2 in Springfield, Ill. and denial of the competing application of WMAY-TV Inc. Action Dec. 3.

KLYN Amarillo, Tex.—FCC hearing examiner Hugh B. Hutchison issued his initial decision looking toward denial of the application of Plains Empire Broadcasting Co. for extension of time to complete construction of tv station KLYN-TV on ch. 7 in Amarillo, Tex. The original grant of CP was made on Dec. 11, 1953. Action Dec. 6.

OTHER ACTIONS

Andalusia, Ala.—By Memorandum Opinion and Order the Commission denied a petition filed Oct. 12 by John H. Phipps requesting reconsideration of Commission's action of Sept. 23 in assigning tv ch. 2 to Anadalusa, Ala., and reserving it for noncommercial educational use as requested by the Alabama Educational Television Commission, and in denying Phipps' request to assign it to Havana, Fla. Commissioner Doerfer dissented; Chairman McConnaughey not participating. Action Dec. 3.

WHMA Anniston, Ala.—FCC designated for hearing application to change frequency from 1450 to 1240 kc, with present 250 w, U; made WLAG LaGrange, Ga., and WHTB Talladega, Ala., parties to proceeding. Action Dec. 8.

Am Hearings—FCC scheduled 18 am cases for hearing in Feb. and March. For details see story in Government section. Action Dec. 2.

Bandwidth Definitions and Limitations—The Commission proposed to amend its rules and engineering standards to provide bandwidth definitions and emission limitations for am and fm broadcast stations. The Commission has received numerous complaints that second harmonic radiations from fm broadcast stations falling within the upper portion of the vhf television band cause interference in areas of fringe tv reception. Also, harmonics of am broadcast stations interfere with Government stations. Comments will be received by March 7. Action Dec. 8.

Class II Am Stations—By Report and Order of the Commission finalized proposed rule making of Nov. 25, 1953, and amended Section 3.25(c) of its broadcast rules, effective January 10, to permit assignment of Class II am stations operating un-

ALLEN KANDER

Negotiator

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limited time in Alaska, Hawaii, Virgin Islands and Puerto Rico to frequencies assigned United States clear channel stations, provided they do not deliver over 5 microvolts per meter groundwave day or night or 25 microvolts per meter 10 percent of the time skywave at night at any point within the continental United States. Action Dec. 3.

Tampa, Fla.—Ch. 13 contest. By Order, the Commission stayed its action of Sept. 3 which granted Tampa Television Co. a construction permit for a new tv station on ch. 13 in Tampa, and ordered oral argument for Dec. 21. Commissioners Webster, Hennock and Bartley dissented. This proceeding involves competing applications of Tampa Times Co., Orange Television Bcstg. Co. and Tampa Television Co. for the same Tampa facility. Action Dec. 3.

WLAP-TV Lexington, Ky.—Zone 1. By Report and Order the Commission denied a petition filed by American Bcstg. Corp., permittee of station WLAP-TV, ch. 27, Lexington, Ky., requesting that a portion of Kentucky be included in Zone 1 (one of three geographic zones governing tv station separations), and assignment of ch. 4 to Richmond, Ky. Commissioner Doerfer dissented and Commissioner Bartley concurred in the denial. The Commission's action was the result of responses to proposed rule making on the subject issued on Sept. 16. Action Dec. 3.

WITH Baltimore, Md.—FCC by Order, denied petition for waiver of rules to change operation from 1230 kc, 250 w, U, to 550 kc, 5 kw, U, DA-2 and dismissed application. Action Dec. 8.

WJRT (TV) Flint, Mich.—The Commission issued its Memorandum Opinion and Order in which it (1) denied petitions filed by Trebit Corp. and W. S. Butterfield Theatres Inc., for rehearing directed to the Commission's Decision of May 12 granting the application of WJR The Goodwill Station Inc., for a new tv station on ch. 12 in Flint, Mich., and denying competing applications of Trebit and Butterfield; and (2) denied motion by the Citizens Committee for a vhf Television Station for Flint seeking permission to intervene in the Flint proceeding. The Memorandum Opinion and Order modifies the Commission's May 12 decision relating to local live programming to remove any possible implication to the effect that WJR was preferred because of its greater amount of local live programming. Commissioner Webster dissented; Commissioner Hennock had separate views, and Chairman McConnaughey and Commissioner Lee abstained from voting. Action Dec. 2.

St. Louis, Mo.—Ch. 11 proceeding. By Memorandum Opinion and Order, the Commission granted with limitations, a petition for review filed by Columbia Bcstg. System Inc. on Sept. 21, in re applications for ch. 11 in St. Louis, Mo. and reversed the Examiner's Memorandum Opinion and Order of Sept. 8, and enlarged the issues to include the following: "To determine whether funds available to 220 Television Inc. will give reasonable assurance that the proposals set forth in the application will be effectuated." Further ordered that the areas of inquiry under the additional issue are limited to those set forth in paragraph 10 of the Memorandum Opinion. Action Dec. 2.

47% of all

remote control systems

in use are

rust systems.

* NARTB survey of September 15, 1954.

the rust industrial co., inc.

608 WILLOW STREET,
MANCHESTER, N. H.

Omaha, Neb.—Ch. 7 proceeding. FCC by order denied a motion filed on Oct. 13 by KFAB Bcstg. Co., applicant for ch. 7 in Omaha, Neb., requesting that Issue 4 in this proceeding be stricken. Action Dec. 2.

WMID Atlantic City, N. J.—FCC by order granted petition of the Broadcast Bureau to enlarge the issues and reopen the record in re applications of Mid-Atlantic Bcstg. Co., for renewal of license and transfer of control of station WMID Atlantic City, N. J., to hear testimony of George Hamid Sr., on additional issues. Action Dec. 2.

WNYC New York, N. Y.—FCC designated for hearing on Jan. 17 application for continued Special Service Authorization to operate additional hours from 6 a.m. EST to local sunrise in New York City and from local sunset in Minneapolis to 10 p.m. EST; made WCCO Minneapolis, and Chief, Broadcast Bureau, parties to proceeding; pending conclusion of hearing, deferred action on that part of WCCO's petition requesting termination of WNYC's existing pre-sunrise and post-sunset authorization, and denied that part seeking to limit hearing issues. WNYC is licensed to operate on 830 kc, 1 kw, between local sunset in New York and local sunset in Minneapolis, but since 1943, has been operating the additional hours noted to which WCCO, the dominant station on that frequency, objects. Comr. Hennock dissented; Chairman McConnaughey not participating; Comr. Webster absent. Action Dec. 2.

Portland, Ore.—Ch. 12 contest. By Memorandum Opinion and Order the Commission denied a petition filed Aug. 26 by Columbia Empire Telecasters Inc., requesting rehearing or reconsideration and for stay of the effectiveness of Commission decision of July 22 granting Oregon Television Inc., a construction permit for a new tv station on ch. 12 in Portland, Ore., and denying competing applications of Columbia and Northwest Television Bcstg. Co.; granted Columbia's motion to strike Oregon's rejoiner. Comr. Hyde dissented, and Comrs. Webster and Bartley partially dissented. Action Dec. 3.

WAKU Latrobe, Pa.—Clearfield Bcstrs. Inc.; Myron Jones, Campbell, Ohio; Sanford A. Schafitz,, Salem, Ohio—FCC designated for hearing competing applications for operation on 1570 kc (WAKU to increase power from 250 w to 1 kw, D, and Jones and Schafitz for new stations with 250 w, D); made WAKR Akron, Ohio, party to proceeding. Action Dec. 8.

Patent Reports—By Proposed Report and Order the Commission proposed clarifying and modifying its proposed rule making governing the preparation and filing of annual patent reports by its licensees but, because of the importance of this proceeding, scheduled oral argument to be held Feb. 1 on the proposed rules as revised. Chairman McConnaughey and Comrs. Hyde and Doerfer dissented. At the same time, the Commission proposed to amend Part 1 of its rules to require disclosure of patent positions in rule making proceedings relating to apparatus, equpment and technical standards. Comments to the latter proposal will be received on or before Jan. 15. Action Dec. 3.

Rule Making—Ch. 3 Hartford, Conn.—By Memorandum Opinion and Order the Commission denied a jont petition filed Oct. 7 by four permittees of uhf television stations in the Connecticut River Valley—WGTH-TV, ch. 18, Hartford, Conn.; WKNB-TV, ch. 30, New Britain, Conn.; WHYN-TV, ch. 55, Springfield, Mass.; and WWLP, ch. 61, also Springfield—requesting rule making to reserve vhf ch. 3 at Hartford for noncommercial educational use instead of uhf ch. 24, and to make the latter channel available for commercial use. Comrs. Hennock and Bartley dissented; Chairman McConnaughey not participating. Hartford Telecasting Co. Inc., and The Travelers Bcstg. Service Corp. are in hearing in competition for ch. 3 at Hartford for commercial use. Action Dec. 3.

Providence, R. I.—Ch. 12 contest. By Order of Dec. 3, the Commission scheduled oral argument for Dec. 13 in the proceeding involving Cherry & Webb Bcstg. Co., for a new tv station on ch. 12 in Providence, R. I., and for special temporary authorization to operate on an interim basis. Comr. Hennock concurred. Action Dec. 3.

Tv Allocation—Ch. 13, Monroe, La.—By Report and Order, the Commission finalized its proposed rule making of Sept. 15 and assigned tv ch. 13 to Monroe, La., in lieu of ch. 43, and added plus to ch. 13 at Biloxi, Miss, effective Jan. 18. Action Dec. 8.

Memphis, Tenn.—FCC rescinded action taken Dec. 1 granting applicaton for a new am station to Tri-State Bcstg. Service, Memphis, Tenn. on 1430 kc because of competing application filed by Ole Miss. Bcstg. Co., for the same frequency at Oxford, Miss. Comr. Webster absent. Action Dec. 2.

Beaumont, Tex.—Ch. 6 contest. By Order the Commission stayed its action of Aug. 6 which granted the Beaumont Bcstg. Corp. a construction permit for a new tv station to operate on ch. 6 in Beaumont, Tex., and ordered oral argument for Dec. 21. Comrs. Webster, Hennock and Bartley dissented. This proceeding involves competing applications by The Enterprise Co., Beaumont Bcstg. Corp. and KTRM for the same Beaumont facility. Action Dec. 3.

San Antonio, Tex.—Ch. 12 proceeding. By Memorandum Opinion and Order the Commission denied petition filed Aug. 6 by The Walmac Co., San Antonio, Tex., to enlarge the issues in proceeding re applications for ch. 12 in San Antonio, Tex., and dismissed petition filed Sept. 22 by Mission Tv Corp., to enlarge the issues. Action Dec. 2.

Routine Roundup . . .

December 2 Decisions

ACTIONS ON MOTIONS

The following actions on motion were taken as indicated:

By Hearing Examiner Basil P. Cooper

Ordered further hearing in re applications of Indianapolis Bcstg. Inc., et al., for ch. 13 in Indianapolis, Ind., for Jan. 6, and that proposed findings in support of the affirmative case of each applicant be filed on or before Jan. 28 (Dockets 8906 et al.) (Action of 11/29).

Indianapolis, Ind., WIBC Inc.—Ordered that oral argument on WIBC's request for the subpoena duces tecum and the opposition thereto be held Jan. 5, re ch. 13 (Dockets 8906 et al.) (Action of 11/29).

Orlando, Fla., WORZ Inc.; Mid-Florida Tv Corp.—Issued second order controlling conduct of hearing in re applications for ch. 9 (Dockets 11081, 83) (Action of 11/29).

KSEY Seymour, Tex., William C. Moss—The Examiner, on his own motion, continued hearing now scheduled for Dec. 1 until 30 days after the Commission as acted on petition of KSEY to reconsider and grant application without hearing (Docket 10218; BML 1473) (Action of 11/29).

By Hearing Examiner William G. Butts

New Haven, Conn., Key Bcstg. System Inc.; WAVZ—Denied motion of Key Bcstg. for leave to amend its application for new am station (Docket 10379); said application is not severed from the proceeding and further hearing on application is not deferred (Action taken 12/1).

By Hearing Examiner Annie Neal Huntting

Parma, Mich., Triad Television Corp.—Granted petition for leave to amend its application for ch. 10 (Docket 11169), in regard to commercial and sustaining time proposed (Action taken 11/30).

By Hearng Examiner Charles J. Frederick

Ordered that the hearing record in re applications of City of Jacksonville, et al., for ch. 12 in Jacksonville, Fla., be held open until and including Dec. 5, for the issuance by the Examiner of certain requested rulings (Dockets 10833 et al.) (Action of 11/30).

By Hearing Examiner Thomas B. Donahue

On joint motion of all parties, continued from Dec. 1 to Jan. 6 the hearing in re ch. 2 in Oakland, Calif. (Dockets 8888 et al.) (Action of 11/30).

BROADCAST ACTIONS

By the Commission en banc

License Granted

KWBU Corpus Christi, Tex., The Baptist General Convention of Tex.—Granted application for license (BL-4805) to cover present operation

FRANKLIN
TITUS
MORRIS
CASS
CAMP
WOOD
UPSHUR
MARION
LONGVIEW
GREGG
HARRISON
SMITH
RUSK
PANOLA
CHEROKEE
SHELBY
NACOGDOCHES
ABC
1370 KC
1000 watts
full time

KFRO
LONGVIEW
TEXAS

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James R. Curtis, President

(1030 kc. 50 kw, D); dismissed as moot request for SSA to operate from local sunrise at Boston, Mass., to local sunset at Corpus Christi. (Chairman McConnaughey not participating; Comr. Webster absent.)

McFarland Letter

WOI Ames, Iowa, Iowa State College of Agr. & Mech. Arts—Is being advised that application for SSA to operate on 640 kc, 1 kw, from 6 a.m. to local sunrise (CST) indicates necessity for a hearing. (Licensed on that frequency for 5 kw, D.) (Comr. Hennock dissented; voted for grant of SSA; Chairman McConnaughey not participating; Comr. Webster absent.)

WDAS Philadelphia, Pa., Max M. Leon Inc.—Is being advised that application (BAL-1867) to assign license to Friendly Bcstg. Co. indicates necessity for a hearing. (Operates on 1400 kc, 250 w, U; has CP to change to 1480 kc.)

WTCH Shawano, Wis., Shawano County Leader Pub. Co.—Is being advised that applications for renewal of license and for authority to determine power by direct method indicate necessity for a hearing.

WOND Pleasantville, N. J., Pioneer Bcstrs. Inc.—Is being advised that application for renewal of license indicates necessity for a hearing.

December 2 Applications

ACCEPTED FOR FILING

Modification of CP

WHCO Sparta, Ill., Hirsch Communication Engineering Corp.—Mod. of CP (BP-7803) as mod. which authorized new standard broadcast station for extension of completion date (BMP-6710).

Renewal of License

WTBO Cumberland, Md., Maryland Radio Corp.—Renewal of license. Amended to change name from Maryland Radio Corp. to Tennessee Valley Bcstg. Corp. and then to Cumberland Valley Bcstg. Corp. in accordance with BML-1608 (BR-748).

Modification of License

WMSC Columbia, S. C., Marseco Corp.—Mod. of license to change name of licensee to WMSC Radio Corp. (BML-1610).

Modification of CP

WNRG Grundy, Va., Virginia-Kentucky Bcstg. Co.—Mod. of CP (BP-8919) as mod. which authorized new standard broadcast station for extension of completion date (BMP-6711).

Remote Control

WJRD Tuscaloosa, Ala., Wilhelmina Q. (Doss) Echols—(Resubmitted) (BRC-595).

KSDA Redding, Calif., VALR Inc.—(BRC-593).

WLYC Williamsport, Pa., Lycoming Bcstg. Co.—(BRC-594).

Renewal of License

WBAR Bartow, Fla., William Avera Wynne—(BR-2871).

WTRL Bradenton, Fla., Trail Bcstg. Corp.—(BR-1446).

WNDB Daytona Beach, Fla., News-Journal Corp.—(BR-2078).

WJBS De Land, Fla., John B. Stetson U.—(BR-2101).

WMYR Ft. Myers, Fla., Robert Hecksher—(BR-2757).

WJAX Jacksonville, Fla., City of Jacksonville—(BR-429).

WLAK Lakeland, Fla., Lakeland Bcstg. Corp.—(BR-884).

WONN Lakeland, Fla., Coastal Bcstg. Co.—(BR-2335).

WQAM Miami, Fla., Miami Bcstg. Co.—(BR-431).

WMOP Ocala, Fla., Andrew B. Letson—(BR-2910).

WWPF Palatka, Fla., Palatka Bcstg. Co.—(BR-1689).

WPCF Panama City, Fla., Bay County Bcstg. Co.—(BR-2402).

WSPB Sarasota, Fla., WSPB Inc.—(BR-1035).

WPLA Plant City, Fla., W. A. Smith—(BR-2299).

WPIN St. Petersburg, Fla., Florida West Coast Bcstrs. Inc.—(BR-1476).

WSUN St. Petersburg, Fla., City of St. Petersburg—(BR-428).

WMEN Tallahassee, Fla., WMEN Inc.—(BR-3030).

WTTB Vero Beach, Fla., Tropics Inc.—(BR-2973).

WPRP Ponce, P. R., Voice of Porto Rico Inc.—(BR-882).

WPKM (FM) Tampa, Fla., Frank Knorr Jr. et al. d/b as FM Bcstrs.—(BRH-759).

WEQR (FM) Goldsboro, N. C., Eastern Carolina Bcstg. Co.—(BRH-211).

Application Returned

KCOV Corvallis, Ore., Mid-Land Bcstg. Co.—License to cover CP (BP-8741) as mod. which authorized a new station. (Incorrectly dated & studio location.)

Modification of CP

WHAT-FM Philadelphia, Pa., Independence Bcstg. Co.—Mod. of CP (BPH-806) as mod. which authorized new fm station for extension of completion date (BMPH-4963).

Remote Control

WLYC-FM Williamsport, Pa., Lycoming Bcstg. Co.—(BRCH-120).

December 3 Decisions

ACTIONS ON MOTIONS

By Commissioner John C. Doerfer

Evansville, Ind., Evansville Television Inc.—Granted petition for an extension of time to and including Dec. 23 within which replies may be filed to exceptions to initial decision in re ch. 7 (Dockets 10462 et al.) (Action of 12/1).

Houston, Tex., Houston Consolidated Tv Co.—Granted petition of Nov. 24 to dismiss petition filed Nov. 19 requesting Commission to reconsider its action in setting the date for commencement of hearing in re application of KGUL-TV (Docket 11207) (Action of 12/1).

Des Moines, Iowa, Cowles Bcstg. Co.—Granted petition for an extension of time from Dec. 6 to Dec. 20 within which briefs may be filed in reply to exceptions to initial decision in re ch. 8 (Dockets 8897, 8900) (Action of 12/2).

By Hearing Examiner Herbert Sharfman

Erie, Pa., Dispatch Inc.—Issued a Memorandum of Ruling taken at oral argument Nov. 30 granting motion of applicant to quash the notices of taking depositions as requested (Docket 11048) (Action of 12/2).

By Hearing Examiner Thomas H. Donahue

Hatfield, Ind., Owensboro on the Air Inc.; Owensboro Pub. Co.—Issued a Memorandum Opinion and Order following hearing conference setting forth the issues the hearing will be tried upon; denied motion filed Nov. 19 by Owensboro Pub. Co. for enlargement of the issues in re ch. 9 (Dockets 10982-83) (Action of 12/2).

By Hearing Examiner Annie Neal Huntting

Onondaga, Mich., Television Corp. of Mich. Inc.—Granted petition for leave to amend its application for ch. 10, in order to make certain changes in program proposals (Dockets 11169 et al.) (Action of 12/2).

December 6 Applications

ACCEPTED FOR FILING

License for CP

KPMO Los Angeles, Calif., Dean H. Wickstrom and Warner H. J. Sorenson d/b as Valley Bcstg. Co.—License to cover CP (BP-9332) which authorized increase in daytime power and make changes in transmitting equipment (BL-5531).

WIOK Tampa, Fla., H. C. Young Jr.—License to cover CP (BP-9285) as mod. which authorized a new standard broadcast station (BL-5535).

WLFA LaFayette, Ga., J. A. Gallimore and Virginia F. Gallimore d/b as Radio Dixie—License to cover CP (BP-8788) as mod. which authorized a new standard broadcast station (BL-5539).

WRPB Warner Robins, Ga., Warner Robins Bcstg Co., consisting of H. Lee Miller, D. L. Fountain and W. T. Giles—License to cover CP (BP-9225) as mod. which authorized a new standard broadcast station (BL-5524).

WBBA Pittsfield, Ill., Pike Bcstg. Co.—License to cover CP (BP-9291) which authorized a new standard broadcast station (BL-5530).

WARU Peru, Ind., Wabash-Peru Bcstg. Co.—License to cover CP (BP-8946) as mod. which authorized a new standard broadcast station (BL-5528).

WPON Pontiac, Mich., Gerity Bcstg. Co.—License to cover CP (BP-8651) as mod. which authorized a new standard broadcast station (BL-5532).

KLRS Mountain Grove, Mo., Kickapoo Prairie Bcstg. Co.—License to cover CP (BP-9118) as mod. which authorized a new standard broadcast station (BL-5520).

KENN Kenedy, Tex., Charles F. Harris, Stanley F. Nelson and Charles W. Balthrope, d/b as Kenedy Bcstg. Corp.—License to cover CP (BP-8578) as mod. which authorized a new standard broadcast station (BL-5527).

KPEP San Angelo, Tex., David P. Pinkston, tr/as Concho Bcstg. Co.—License to cover CP (BP-9267) which authorized a new standard broadcast station (BL-5536).

KWFR San Angelo, Tex., Solar Bcstg. Co.—License to cover CP (BP-9329) which authorized a new standard broadcast station (BL-5537).

KTUE Tulia, Tex., Clint Formby and Marshall Formby d/b as Tulia Bcstrs.—License to cover CP (BP-8595) as mod. which authorized a new standard broadcast station (BL-5533).

WSVA Harrisonburg, Va., Shenandoah Valley Bcstg. Corp.—License to cover CP (BP-8777) as mod. which authorized change power from 1 kw day and night to 1 kw night, 5 kw daytime; install DA-N and change type transmitter (BL-5522).

KRKL Kirkland, Wash., W. A. Chamness and L. N. Ostrander d/b as East Side Bcstg. Co.—License to cover CP (BP-9326) which authorized increasae in daytime power and install a new transmitter (BL-5525).

WCHF Chippewa Falls, Wis., Harold R. Murphy tr/as Chippewa Falls Bcstg. Co.—License to cover CP (BP-9324) as mod. which authorized new standard broadcast station (BL-5529).

Remote Control

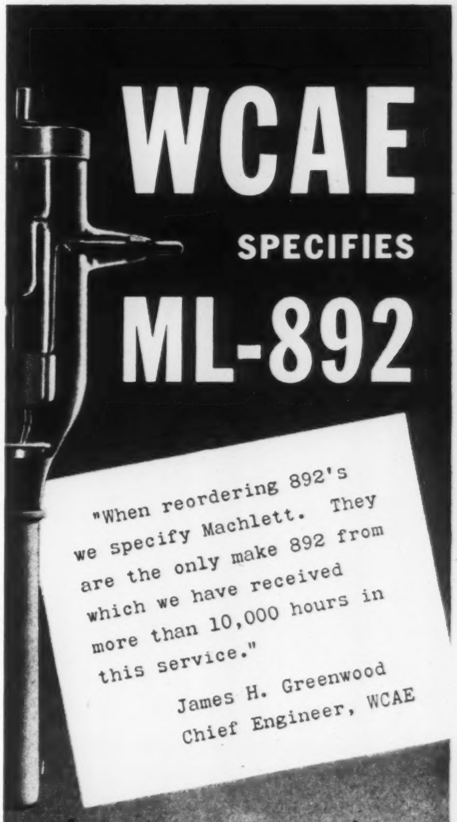
WDBF Delray Beach, Fla., Delray Bcstg. Corp.—(BRC-596).

WGAP Maryville, Tenn., Aluminum Cities Bcstg. Co.—(BRC-598).

KSUB Cedar City, Utah, Southern Utah Bcstg. Co.—(BRC-597).

Renewal of License

WMSC Columbia, S. C., Marseco Bcstg. Corp.—(BR-1220).



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James H. Greenwood
Chief Engineer, WCAE

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MACHLETT

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Springdale, Connecticut

Applications Returned

WMTM Moultrie, Ga., N. B. Mills and Douglas J. Turner d/b as Colquitt Bcstg. Co.—License to cover CP (BP-9289) which authorized increase in daytime power to 5 kw and installation of new transmitter.

WNNJ Newton, N. J., Simon Geller, Robert Mensel, William Fairclough and Elizabeth Fairclough d/b as Sussex County Bcstrs.—Voluntary assignment of license to Robert Mensel, William Fairclough, Elizabeth Fairclough and Simpson C. Wolfe Jr. and Naomi E. Wolfe, d/b as Sussex County Bcstrs.

Modification of CP

KTIV (TV) Sioux City, Iowa, KCOM Bcstg. Co.—Mod. of CP (BPCT-864) as mod. which authorized a new tv station to extend completion date to 3-1-55 (BMPCT-2637).

KOAM-TV Pittsburg, Kan., Mid-Continent Telecasting Inc.—Mod. of CP (BPCT-656) as mod. which authorized a new tv station to extend completion date to 7-1-55 (BMPCT-2641).

KSLA (TV) Shreveport, La., Interim Television Corp.—Mod. of CP (BPCT-1770) as mod. which authorized a new tv station to extend completion date (BMPCT-2636).

KFVS-TV Cape Girardeau, Mo., Hirsch Bcstg. Co.—Mod. of CP (BPCT-727) as mod. which authorized a new tv station to extend completion date to 6-14-55 (BMPCT-2639).

WICA-TV Ashtabula, Ohio, WICA Inc.—Mod. of CP (BPCT-1788) as mod., which authorized changes in existing tv station to extend completion date to 5-31-55 (BMPCT-2642).

KTVX (TV) Muskogee, Okla., Tulsa Bcstg. Co.—Mod. of CP (BPCT-1261) as mod. which authorized new tv station to extend completion date to 3-7-55 (BMPCT-2638).

WFBG-TV Altoona, Pa., The Gable Bcstg. Co.—Mod. of CP (BPCT-543) as mod. which authorized new tv station to extend completion date to 6-30-55 (BMPCT-2640).

WAIM-TV Anderson, S. C., Wilton E. Hall—Mod. of CP (BPCT-865) as mod. which authorized new tv station to extend completion date to 5-30-55 (BMPCT-2643).

WSPA-TV Spartanburg, S. C., The Spartan Radiocasting Co.—Mod. of CP (BPCT-1216) as mod. which authorized new tv station to extend completion date (BMPCT-2644).

WCAN-TV Milwaukee, Wis., Midwest Bcstg. Co.—Mod. of CP (BPCT-1547) as mod. which authorized new tv station to extend completion date (BMPCT-2635).

WOSU-TV Columbus, Ohio, The Ohio State U.—Mod. of CP (BPET-23) as mod. which authorized new tv station to extend completion date to 7-1-55 (BMPET-57).

December 7 Decisions

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of December 3

Remote Control

WERI Westerly, R. I., Radio Westerly Inc.—Granted authority to operate transmitter by remote control.

Granted CP

WBRE-FM Wilkes-Barre, Pa., Louis G. Baltimore.—Granted CP to lower tower of antenna to accommodate new tv antenna (BPH-1986); antenna 1,160 feet.

Modification of CP

The following were granted extensions of completion dates as shown: KTVX (TV) Muskogee, Okla., to 6-7-55; WOSU-TV Columbus, Ohio, to 7-1-55; KFVS-TV Cape Girardeau, Mo., to 6-14-55; KSLA (TV) Shreveport, La., to 4-1-55; KTIV (TV) Sioux City, Iowa, to 6-29-55; KRLD-TV Dallas, Tex., to 6-2-55; KOAM-TV Pittsburg, Kan., to 7-1-55; WFBG-TV Altoona, Pa., to 6-30-55; WHCO Sparta, Ill., to 6-24-55; WNRG Grundy, Va., to 2-28-55.

Actions of December 2

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WGAP Maryville, Tenn.; KSUB Cedar City, Utah; WJRD Tuscaloosa, Ala.; WLYC Williamsport, Pa.; KSDA Redding, Calif.; WLYC-FM Williamsport, Pa.

Actions of December 1

Remote Control

WDBF Delray Beach, Fla., Delray Bcstg. Corp.—Granted authority to operate transmitter by remote control.

Granted License

WCSC-TV Charleston, S. C., WCSC Inc.—Granted license for tv station (ch. 5) and to change description of transmitter and studio location; ERP: vis. 100 kw, aur. 50 kw; antenna 470 feet (BLCT-227).

Modification of CP

WCAN-TV Milwaukee, Wis., Midwest Bcstg. Co.—Granted Mod. of CP for extension of completion date to 6-1-55.

Actions of November 30

Granted License

WWPG-FM Palm Beach, Fla., Palm Beach Bcstg. Corp.—Granted license covering changes in fm station (BLH-1016).

Remote Control

The following stations were granted authority to operate transmitters by remote control:

KWNA Winnemucca, Nev.; WTRN St. Marys, Pa.

Modification of CP

KELP El Paso, Tex., Trinity Bcstg. Corp.—Granted Mod. of CP to change the daytime non-DA operation from the #2 tower to #1 tower of the DA system; conditions (BMP-6705).

The following were granted extensions of completion dates as shown: WHAT-FM Philadelphia, Pa., to 1-15-55; WISE-TV Asheville, N. C., to 6-29-55; WKBT (TV) La Crosse, Wis., to 6-28-55; WDXI-TV Jackson, Tenn., to 6-28-55; KETV (TV) Little Rock, Ark., to 6-29-55; KWK-TV St. Louis, Mo., to 6-21-55; WHAT Philadelphia, Pa., to 1-15-55.

Actions of November 29

Granted License

KCMC-FM Texarkana, Tex., KCMC Inc.—Granted license covering changes in fm station (BLH-1015).

Modification of CP

The following were granted extensions of completion dates as shown: WFPG-TV Atlantic City, N. J., to 6-21-55; WIBG-TV Philadelphia, Pa., to 6-22-55.

Granted CP

WAJC Indianapolis, Ind., Butler U.—Granted CP to replace expired permit (BPED-223) which authorized changes in licensed station which expired 10-11-53 (BPED-266).

December 7 Applications

ACCEPTED FOR FILING

Remote Control

WPON Pontiac, Mich., Gerity Bcstg. Co.—(BRC-600).

Application Returned

WBOF Virginia Beach, Va., Virginia Beach Bcstg. Corp.—License to cover CP (BP-9297) as mod. which authorized a new standard broadcast station. (Section II and Engr. data dated after Section I.)

Modification of CP

KFAC-FM Los Angeles, Calif., Los Angele Bcstg. Co.—Mod. of CP (BPH-1935) which authorized changes in licensed station for extensio of completion date (BMPH-4966).

WEBQ-FM Harrisburg, Ill., First Trust Assn.—License to cover CP (BPH-1977) which replaced expired permit (BLH-1017).

WOR-FM New York, N. Y., General Teleradi Inc.—Mod. of CP (BPH-1846) which authorized changes in licensed station for extension of completion date (BMPH-4965).

WATE (TV) Knoxville, Tenn., Greater Eas Tennessee Tv Inc.—Mod. of CP (BPCT-813) a mod. which authorized new tv station extensio completion date to 3-31-55 (BMPCT-2645).

December 8 Decisions

TV AND AM BROADCAST ACTIONS

The Commission en banc

Renewal of License

The following stations were granted renewal of licenses for the regular period:

WEQR (FM) Goldsboro, N. C.; WTBO Cumberland, Md.

McFarland Letter

WSFA-AM-TV Montgomery, Ala., Montgomer Bcstg. Co.—Is being advised that application fo transfer of control and assignment of license and CP to WKY Radiophone Co. indicates necessit of a hearing (BTC-1819, BAL-1869, BAPRE-19 BAPCT-121). Chairman McConnaughey not participating.

Yankton, S. D., Yankton Bcstg. Co.—Is bein advised that application (BP-9277) for a new am station (1450 kc, 250 w, U), indicates necessity o a hearing.

ACTIONS ON MOTIONS

By Commissioner John C. Doerfer on Dec. 7

Corpus Christi, Tex., KUNO Inc.—Granted petition for acceptance of its late filing in re am application (Docket 11161); also granted petition for leave to amend its application so as t specify a lower antenna height.

Canton, Ohio, Stark Telecasting Corp.—Grante petition for an extension of time to and including Jan. 8 within which exceptions may b filed to initial decision in re ch. 29 (Dockets 1027 et al.).

Richmond, Va., Louis Adelman—Granted petition for leave to amend his am applicatio (Docket 11216), so as to specify a new transmitter site; and for removal of application a amended, from hearing docket.

By Hearing Examiner Herbert Sharfman on Dec.

By Memorandum Opinion and Order, denie joint petition filed by Scripps-Howard Radi Inc. and Radio Station WBIR Inc., to reopen th record for official notice and for official inqui of other Government agencies and Departmen in proceeding re ch. 10 in Knoxville, Ten (Dockets 10512 et al.).

By Hearing Examiner Basil P. Cooper on Dec.

KAMQ Amarillo, Tex., Top of Texas Bcstg. C—Granted motion for leave to amend its am application (Docket 11100), to furnish populatio surveys, etc.; also granted motion for continuance of hearing from Dec. 7 to Jan. 11.

By Hearing Examiner Isadore A. Honig on Dec.

Omaha, Neb., Herald Corp.—Granted motio for extension of time to Jan. 10 for filing propos findings by all parties, and the time to file r plies to proposed findings is extended to Ja 25; further ordered that the Examiner on h own motion extended to Jan. 10 the time f filing proposed findings and corrections to tra script in re applications for ch. 7 (Dockets 90 10909).

By Hearing Examiner Annie Neal Huntting on Dec. 3

Levitttown-Fairless Hills, Pa., Drew J. O'Keefe, Jack J. Dash and Wm. F. Waterbury Granted petition for leave to amend their a application (Docket 10933), to specify a defin antenna site.

Allentown, Pa., R. J. Laros & Bro.—Grant motion for correction of the transcript of tes mony in re Docket 11195.

By Hearing Examiner Thomas H. Donahue on Dec. 2

By Memorandum Opinion and Order, deni petition filed by 220 Television Inc., St. Lou Mo., requesting reversal of a ruling made on Se 2 admitting Columbia Broadcasting Syste Exhibit 6 into evidence, in re application f ch. 11 (Dockets 8809 et al.).

(Continued on page 119)

Texas Independent

$35,000.00

Daytime station in single station market completely isolated. Well equipped but no earning record. Right owner-operator can do well. Financing available with $10,000.00 down.

Appraisals • Negotiations • Financing

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Exbrook 2-5671-2

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MUNSEY BUILDING DISTRICT 7-8215
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SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
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No charge for blind box number. Send box replies to

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Manager, experienced in small radio station operation, needed immediately for Florida independent on east coast in profitable area. References and full background with recent photo in first letter. Box 407F, B•T.

High bracket financial opportunity for successful sales manager. Salary, liberal commission and travel expenses. Box 571F, B•T.

Manager for new small market rural station—dairy belt of northeast. Farm background and small town station experience helpful. Position open late February. Write full details first letter. Box 587F, B•T.

Manager for 1000 watt station. Reply with details as to past experience, references. Excellent opportunity for high calibre man. Box 610F, B•T.

Let's you and I buy midwest metropolitan kilowatter I now manage. I have experience plus 10 grand if you have the same Call Chicago Financial 6-0982.

Salesmen

Sales manager needed for established top ranking metropolitan independent in Great Lakes area. Expansion makes this opportunity available. Only those hard-workers with combined radio sales and programming experience need apply. All replies strictly confidential. Send recent photo and background details in first letter, please. Box 408F, B•T.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE

EMPLOYERS . . . .

Able executive direction is the key to station profits. Choose from a select group whose qualifications meet your requirements when management or staff vacancies exist in your organization. Effective, confidential service to employer and employee.

ALASKA . . .

We need a program manager and a chief engineer. These attractive positions are in Alaskan radio. Please forward your resume with letter of inquiry.

HOWARD S. FRAZIER

TV and Radio Management Consultants

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RADIO

Help Wanted—(Cont'd)

Experienced salesman for Oklahoma's most popular daytime station. Guarantee plus good commissions. Top acceptance in the market. No P.I.'s, no religion—strictly pop music from sign-on to sign-off with news every hour. Send references and full background to R. M. Lester, Radio Station KTOW, 3300 Liberty Bank Building, Oklahoma City, Oklahoma.

Hawaii's biggest radio station has excellent opportunity for two sincere and aggressive time salesmen. These men are now most likely on the West Coast, not further than the mountain states. Based on performance one of these men in the near future will become sales manager of this radio station. Salary and commission. Airmail full qualifications, P. O. Box 1479, Honolulu.

Announcers

1st combo, announcing, management new 500 watt DT. Oklahoma. Box 84F, B•T.

Program minded announcers with 1st tickets. Indiana. Box 262F, B•T.

Somewhere west of Erie and east of Laramie there is a man who is still old fashioned and likes to work. He doesn't have long hair and he isn't theatrical. He is a sound program man who builds his programming to the needs of his audience. He is interested not only in disc shows, but in serious programs concerning public events and issues of his community and area. He is capable of organizing and working with his announcing staff and he loves to be active in community affairs. He has a good strong voice which delivers newscasts well and does well as an emcee. A 1000 watt powerful midwest independent station in a rich farm area will pay a handsome starting salary to this man accepting this challenge and if he can sell, he can augment his income even more. This is a rare opportunity on one of America's most successful independent small stations. Give full information in first letter. Write Box 521F, B•T.

Announcer or announcer-salesman, south-southwest area. All types staff work. County seat market. Box 524F, B•T.

Staff announcer, experienced, dependable on 50kw CBS affiliate in Texas. Friendly voice, strong on records. Please send tape or disc which will be returned and letter with details and photo. Box 528F, B•T.

Top-level announcer or announcer salesman. Leading Virginia independent. Box 557F, B•T.

Announcers—1st phone, early January, for Texas Gulf Coast station. Emphasis on announcing. $275.00 plus. Send audition, reference and background. Box 561F, B•T.

Announcer with friendly voice, one who can run smooth record shows . . . really sell on the air. Not interested in the "deep-brown" voice type. Must be natural, unaffected. Combo job, permit necessary. Family man preferred. Very good salary. Box 583F, B•T.

Announcer, also 1st phone. Rush resume. Box 603F, B•T.

First combo. Evening DJ show. Airmail audition, summary. KOGT, Orange, Texas.

Experienced announcer. Permanent staff opening January first. $60.00 forty hours—no nights, no Sundays. Airmail complete application, snapshot, tape. KRLN, Canon City, Colorado.

Experienced announcer DJ also announcer-salesman. Send full information to John Garrison, WFUN, Huntsville, Alabama.

RADIO

Help Wanted—(Cont'd)

Are you our man? Wanted, experienced, program minded morning announcer. Must be mature, reliable, good on news, commercials and records. A good creative position in a progressive set-up. Send tape, photo, resume and references to WSLB, Ogdensburg, N. Y.

All-around staff announcer. Salary commensurate with ability and experience. Send photo, resume and audition on news, commercials and DJ chatter to WVSC, Somerset, Pa.

Technical

Engineer: Central New York State am and fm station. Transmitter maintenance experience essential. Excellent opportunity for capable man. Box 564F, B•T.

New 5kw in New Mexico Land of Enchantment is expanding and needs chief engineer who can stand small announcing shift, also needs good fulltime salesman. Salary according to ability. Give full details first letter to KBIM, Roswell, New Mexico.

Chief engineer, 1000-watt Missouri station in heart of beautiful lake of the Ozarks resort area. Prefer combo man but will accept straight engineer. Salary open. Write: Manager, KRMS, Osage Beach, Missouri.

Chief engineer wanted. Must be stable, experienced. Car. Furnished excellent working conditions. Position available immediately. Contact Manager, WKRT, Cortland, New York.

Production-Programming, Others

Atlanta office, top radio-tv rep. firm needs additional girl secretary with ability to write creative sales correspondence. Box 573F, B•T.

News director with good voice for live-wire Pennsylvania independent. $75.00 to start. One week's paid vacation first year—two weeks thereafter. Mileage allowance. Position offers challenge to provide creative first-rate news and feature coverage of big interesting area. Work with tape recorder. Station going 5000 watts fulltime. WCOJ, Coatesville, Pa., 2100.

News director—gather, write, broadcast local news. Will have assistance of strong news string organization. Excellent market. Starting salary $375 monthly. Send full particulars and tape to G. LeVerne Flambo, WQUA Radio, Moline, Illinois.

Situations Wanted

Managerial

Sales manager that gets job done. Ten years successful radio experience. Box 556F, B•T.

Manager with ability to an all-around job. Can sell, program, handle engineering. Can make a going business out of your run down station and will prove it. Available for interview. Box 559F, B•T.

Regain profit! I offer 20 years successful experience to manage your station. Economy minded. Age 41. Excellent references. Act wisely, arrange an interview. Box 565F, B•T.

Experienced commercial manager, 39, married, sober, sincere, capable announcing, special events. Versatile all phases small market operation prefer southwest. Available January 1. Box 574F, B•T.

Six years experience. Mature, sales-conscious PD interest in management opportunity. Small, medium market. Box 592F, B•T.

Announcers

Versatile announcer; all phases of announcing; copywriting; 3rd class ticket. Box 405F, B•T.

Negro DJ, with two years of commercial. A smooth salesman. Box 430F, B•T.

Experienced staff man, DJ., news man. Trained voice. First phone. Negro. Box 510F, B•T.

Superior, experienced announcer available; family. Good salary, working conditions required. Box 534F, B•T.

Announcer, 27, three years veteran, need immediate, permanent. Will travel. Box 562F, B•T.

Disc jockey—announcer, presently employed, seeking job with future, veteran, will travel, tape. Box 566F, B•T.

RADIO

Situations Wanted—(Cont'd)

Top negro DJ. Hard hitting disc jockey proven top producer. Seven years experienced staff announcer. Presently employed radio-tv major market. Mass appeal, promotion conscious, ability to adlib, sell on air and in person, neat, educated. Details on request. Box 567F, B•T.

Korean combat correspondent wants permanent northeastern, northern job with future. Five years DJ, news, staff, writing. Powerhouse voice. Box 572F, B•T.

Canadian DJ available, smooth sophisticated big market appeal. I build ratings and make friends with my audience. Presently employed. Apply Box 575F, B•T.

Pop and r&b DJ personality. Presently employed major market, but disagree with policy. Box 577F, B•T.

Desire position in Virginia, West Virginia or Kentucky. Good news and commercial man. 2 years experience including console operation and taping. Married. Korean veteran. Tape available on request. Box 579F, B•T.

Promising young radio-tv announcer, with experience, wants situation in Hawaii. Experience in radio, tv, stage and theatre. Strong on adlib. Box 581F, B•T.

Presently employed announcer-writer, several years experience, music, news, sports, play-by-play, continuity. Tape, resume, photo, references, sent immediately. Box 582F, B•T.

Announcing, programming, assistant management, six years. Work any combination return for permanence, advancement. Box 585F, B•T.

Experienced announcer-salesman, copywriter. Southerner with personality. Proven entertainment ability, song and dance man. Capable of producing, directing. Completed advanced training SRT, New York. Married, 25, veteran, eager to settle. Box 588F, B•T.

Competent staff announcer, excellent commercials, news, music. Can write, operate board. 4 years experience. Radio-tv. 28, veteran, father. Available short notice. Box 589F, B•T.

Experienced father of three desires to locate in Florida. Object—staff announcing with talents. Good background—looking for better future. Box 597F, B•T.

Experienced metropolitan N. Y. station operation. Air time limited, school, station, young, draft exempt, will work hard. Box 599F, B•T.

Announcer, 1st phone. 5 years experience. DJ, news editor, PD. Box 600F, B•T.

West Coast! Eight years before the mike! $80.00 minimum. Family. Box 606F, B•T.

Announcer—first phone seeking combination staff position. Fully experienced with B.A. degree. Tape on request. Box 609F, B•T.

Staff announcer: News, disc jockey. Prefer midwest or southwest. Tape, resume available. John Schneider, 2727 W. Polk, Chicago.

Technical

Experienced chief engineer, combo, installation, maintenance, all powers, interested in investment in radio station. I can put any station in good operating condition at minimum cost in short time. 15 years experience. Box 547F, B•T.

Engineer—presently employed as assistant chief engineer in large station desires to relocate. 16 years experience in am, fm and tv. Age 36. Box 555F, B•T.

Combo men and operators with first class tickets available immediately. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Production-Programming, Others

Program director, chief engineer, fine announcer —DJ. Entire staff wrapped up in one! Family man wants good permanent job with small am. Minimum $7800 yearly. Thoroughly experienced and competent. Box 438F, B•T.

50kw's worth of production, news experience. 3 years. Also handle board. Recordings. Tape editing. College grad. Box 506F, B•T.

Newsman—experienced radio-tv. No announcing. Available January 1. Box 532F, B•T.

Newsman announcer. Can report and write local news. Handle sports and write copy. Tape and details on request. Box 558F, B•T.

Program director-announcer, female, salable ideas. Good copy. First phone. College. Twelve years radio experience. Box 569F, B•T.

News writer—radio jouralism degree, light experience. 24, veteran. Midwest network station preferred. Box 591F, B•T.

Thoroughly experienced program manager immediately available for similar position with large market station. Box 593F, B•T.

Production assistant, experienced, 27, thorough knowledge studio operation, equipment, currently employed. Producer N. Y. Desires production position with tv station. Will relocate. Box 598F, B•T.

N. Y. C. network announcer-producer. 11 years all phases, talent, administrative. Now available as program manager. Accustomed to making good living. Box 602F, B•T.

Stations-agencies-sponsors—are you looking for a hard-working man to produce and direct fresh new programs or improve your current ones? Seeking permanent spot. Excellent references and credits. Will relocate. Box 604F, B•T.

TELEVISION

Help Wanted

Salesmen

Wanted—tv sales coordinator with tv directing experience to do some directing, planning and working with local accounts on producing spots or programs. Give full information and photo. Box 576F, B•T.

Announcer

Announcer for established vhf television station in southwest. Permanent. Will consider radio announcer seeking tv opportunity. Prefer southwesterner. Send letter and photo. State present salary. Box 614F, B•T.

Announcer . . . emphasis on sports, for leading vhf station, NBC, ABC affiliate. Must be experienced. Write Program Director, WTVD, P. O. Box 2009, Durham, N. C.

Technical

Tv engineer for operation of progressive vhf station. Include experience and salary required in first letter. Chief engineer, WJBF-TV, Augusta, Ga.

Production-Programming, Others

Promotion manager, vhf station, Denver. Must have tv experience. Box 501F, B•T.

(Continued on next page)

WANT TO BUY METROPOLITAN MARKET RADIO STATIONS

We are willing to pay all cash, are not concerned about power, not interested in frequency, do not demand network, but in return for these concessions, are only interested in metropolitan properties at rock bottom prices.

BOX 601F, B. T.

AVAILABLE IMMEDIATELY TELEVISION TRANSMITTER

RCA-TT 5A Transmitter, Channel 7-13, perfect condition. Also console, diplexer, dummy load. RCA six (6) bay antenna and tower.

Terms can be arranged.

BREMER BROADCASTING CORP.
1020 Broad Street
Newark 2, New Jersey

TELEVISION

Situations Wanted

Managerial

Station — commercial-sales manager with outstanding uhf success story. Put station into black with excellent return. Previous experience with local and major market vhf and radio. Proven successful managerial and sales record. Can bring experienced sales and staff personnel. Operate on low overhead. Age 35, married, college graduate. Seeking permanent location. Will accept proposition on straight percentage, stock or salary and percentage arrangement or any combination thereof. Presently employed. Box 350F, B•T.

Manager, assistant manager or program manager, experienced all phases in both tv and radio. Currently manager for CBS basic, vhf, 700,000 population area. Best references from present and past employers. Also network and agency experience. Age 36, married, one child. Prefer midwest. Box 568F, B•T.

Assistant manager. Five years supervisory experience, radio-tv, including new station operation. Excellent record, references. Box 594F, B•T.

Promotion-merchandising director. This responsible young (32) man can develop dynamic client and public relations for your station through effective merchandising and promotion campaigns. He can show you things he has done for the tv station he now works for that are known throughout the country. These things will reveal his capacity for cogent, creative thinking and his ability to *do*. He has top background vouched for by top references. For resume write Box 605F, B•T.

Announcer

Young versatile announcer, copywriter. Sincerity will increase your revenue. College, radio-tv school. Box 570F, B•T.

Announcer-producer: Tv or not tv, that is the question. Your offer is the answer! 8 years radio announcing, writing, sales, 1st phone. Six month tv. Box 586F, B•T.

Technical

Experienced tv-am operator. First class license. Also combination. Mature. Kenna, 318 Oak Street, Danville, Illinois.

Production-Programming, Others

Two years experience, major market, production and direction. Presently employed radio, anxious to get back to tv. Box 578F, B•T.

Tv cameraman—2 years experience. All studio operations. Video, audio, floor manager, films, some directing. Desires position leading to production. Box 590F, B•T.

Experienced PD put two television stations on air. Immediate availability for supervisory position, larger market. Best references. College education. Box 595F, B•T.

Experienced tv continuity director desires similar position in major market. Box 596F, B•T.

For Sale

Stations

For sale, southern Illinois, 250 watt, independent. Box 550F, B•T.

For Sale—(Cont'd)

250 watt station . . . fulltime Mutual affiliate, one station market . . . intermountain area. $15,000.00 down. Write Box 584F, B•T.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, Oregon.

Equipment Etc.

3kw GE fm transmitter, including tubes, monitors, console; approximately 400 feet Andrew transmission line. Excellent condition. $2000.00. Box 560F, B•T.

RCA high frequency field intensity meter, type 301-A. 18-34mc, 34-65mc, 65-125mc. Box 563F, B•T.

Fm transmitter, 10 kw WE power amplifier, used on 98.1, with power supply, full set of tubes. Also 8-section cloverleaf fm antenna, WE 54-A, gain 4.7. Make us an offer. KCMC-TV, Texarkana, Texas.

300 foot Lehigh, self-supporting, double galvanized tower suitable for tv. Design drawings available. Best offer takes it. Write or call J. Hatfield, KIRO, Seattle, Washington.

WE transmitter—**presently operated at 2500 kw,** original 5000 kw. **No reasonable offer refused.** Write Bill Masi, WHBI, Newark, N. J., or **call** SO 3-1146.

GE 1000 watt fm transmitter and fm station monitor. Used only 18 months. Good operation condition and new appearance. GE console, type BC-1-A. Barry Trading Company, Lebanon, Tennessee.

Ampex 402A two case pushbutton portable factory reconditioned $650; two Gray 103 arms; two 602 equalizers, QRS turntable. United Radio Supply, 22, N.W. 9th, Portland, Oregon.

Wanted to Buy

Stations

In market with trading area of 100,000 population or more. Box 580F, B•T.

Radio stations, Missouri, Arkansas, Kansas, Oklahoma. Ralph Erwin, Theatre Broker, Box 811, Tulsa.

Equipment Etc.

Wanted used 5kw am transmitter and used 1kw am transmitter. Send all information and price to Box 538F, B•T.

Immediately, good working condition, mobile transmitter, rent or buy. WWBG, phone 31334, Bowling Green, Ohio.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Miscellaneous

Have you employed tall, blond, balding man, about 30 years of age? Possibly calls self Walter C. Brown. If so, call 5957 Huntsville, Alabama, collect. Urgent! Reward!

PROSPECTIVE TV BROADCASTERS

$$ SAVE THOUSANDS $$ ON NEW EQUIPMENT

*** TRANSMITTER (RCA TT-5A)**

*** TOWER (558' SELF-SUPPORTING)**

*** LINE & LIGHTING EQUIPMENT**

*All in Orginal Packing and Ready for Immediate Shipment

WIRE, Indianapolis, Ind.

RADIO

Help Wanted

Production-Programming, Others

MEN WANTED!

Needed at once: *Two* ace promotion assistants. Company operating the top radio station and the top television station in one of the nation's biggest markets needs *two* assistant promotion directors. Ambitious, able young men well grounded in *sales* promotion are invited to send *complete* information to Box 517F, B•T.

Situations Wanted

Managerial

ATTENTION

Radio station owners who are losing money. My job, if we enter into an agreement, would be to straighten out your operating difficulties. Build up an efficient sales force and go out and sell enough business to make your station a nice profit. All of this I can do in one year.

For further information write to Box 611F, B•T. All correspondence will be held in strictest confidence.

Salesmen

SALES

Now employed radio sales, West Coast. Want position, radio or television, where management feels secure enough to relish production and ideas. Age 39, family, well grounded all media except tv, strong on promotion. Require $10,000 or more potential.

Box 613F, B•T

Announcers

ANNOUNCER-DJ

WHAP, Hopewell, Virginia finds it necessary, due to staff reductions, to release Dan Bell who is the junior member of our staff. We do not hesitate to recommend Mr. Bell to any station in need of an experienced DJ-Announcer who can sell on the air. For further information or an audition contact Lee Leonard, Program Director, WHAP, Hopewell, Virginia or Dan Bell at Box 608F, B•T.

TELEVISION

Situations Wanted

Salesman

SIX YEARS RADIO-TV EXPERIENCE

Young man with supervisory experience and station operation programming, production, commercial copy. Available January 1, 1955 for similar position—radio or TV. College education, as well as degrees from School of Experience. Dependable, stable, with family responsibilities. A brief letter describing your operation and position you have available will bring you a 20 page brochure containing photo, details of qualifications, background, experience, references, etc. Put new radio and TV stations on air and into black. Now looking for permanent position with opportunity for professional growth. Successful record and excellent references.

Box 612F, B•T

FOR SALE

Equipment

FOR SALE

RCA TT 500-A Channel 4 Transmitter with Side Band Filter and Diplexer.

Ideal for standby or a proposed satellite operation.

KOPR-TV

Finlen Hotel Butte, Montana

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

Employment Services

RADIO & TV PERSONNEL
We screen New York's vast source of qualified personnel; take the guesswork out of hiring for stations anywhere. Tell us your needs, we do the rest!

right at our fingertips for you!

CAREER BUILDERS Agency
Marjorie Witty, Director, Radio-TV Div.
35 West 53rd St., New York 19 • PL 7-6385

CANCELLATION

G. F. Roberts of KGFL, Roswell, N. M., writes:

"Please cancel our ad. Sold equipment day of publication. Absolutely amazed at response."

We don't like to deal with cancellations at B•T. But we are happy that we helped Mr. Roberts sell his equipment with one classified ad insertion.

If you have any equipment gathering dust in your station, why not try B•T and see what results we can get for you, too.

Just off the press!

TELECASTING MAP

TV STATIONS THROUGHOUT UNITED STATES AND CANADA

(correct to October 1, 1954)

* * *

Locates television stations by city, county and state. Network routes over-printed, indicating existing and planned coaxial cable, as well as that portion equipped for color.

Designed for sales planning, this 28" x 42" outline map may be used for presentations, visualizing markets, charting sales territories. Printed black and blue on 70 lb. durable white stock

Single copies, suitable for framing, $1.00

Quantity prices:

5 copies	$ 4.50	25 copies	$20.00
10 copies	8.50	50 copies	37.50
100 copies	$70.00		

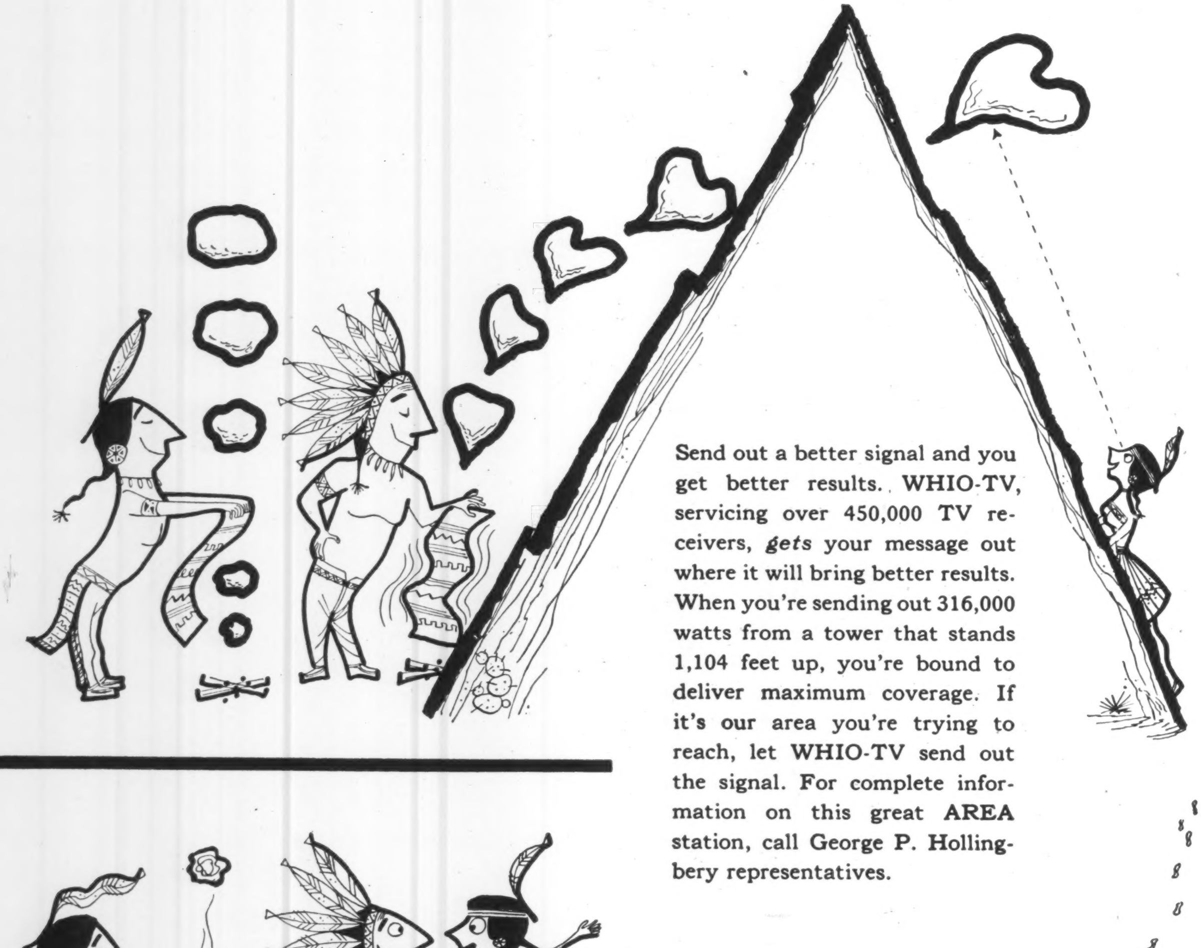
* * *

Order now!

BROADCASTING • TELECASTING

1735 DeSales Street, N. W., Washington 6, D. C.

Better SIGNAL bring-um Better RESULTS--and how!



Send out a better signal and you get better results. WHIO-TV, servicing over 450,000 TV receivers, *gets* your message out where it will bring better results. When you're sending out 316,000 watts from a tower that stands 1,104 feet up, you're bound to deliver maximum coverage. If it's our area you're trying to reach, let WHIO-TV send out the signal. For complete information on this great **AREA** station, call George P. Hollingbery representatives.

Channel 7 DAYTON, OHIO

ONE OF AMERICA'S GREAT AREA STATIONS

whio-tv

CBS • DUMONT

(Continued from page 112)

December 8 Applications

ACCEPTED FOR FILING

License for CP

KOSI Aurora, Colo., David M. Segal, tr/as Mid-America Bcstg. Co.—License to cover CP (BP-9173) as mod. which authorized a new standard broadcast station (BL-5544).

WDCF Dade City, Fla., E. P. Martin, Alpha B. Martin, Elmo B. Kitts, John A Branch and John D. Goff a partnership d/b as The Pasco Bcstg. Co.—License to cover CP (BP-9549) as reinstated and mod. which authorized a new standard broadcast station (BL-5540).

WSTU Stuart, Fla., Lester M. Combs and Reginald B. Martin, d/b as The Blue Water Bcstg. Co.—License to cover CP (BP-9191) as mod. which authorized a new standard broadcast station (BL-5545).

WEIC Charleston, Ill., Friendly City Bcstrs., a partnership consisting of Jack G. Owens, Betty Jane Owens and Betty Jane Owens, Trustee for Sheila Owens and Jill Owens—License to cover CP (BP-9110) which authorized a new standard broadcast station (BL-5543).

WDOB Canton, Miss., Madison County Bcstg. Co.—License to cover CP (BP-9352) which authorized increase in power (BL-5534).

WBMA Beaufort, N. C., Richard Ray Cummins—License to cover CP (BP-9208) which authorized a new standard broadcast station (BL-5541).

WNRI (FM) Woonsocket, R. I., Friendly Bcstg. Co.—License to cover CP (BP-8106) as mod. which authorized a new standard broadcast station (BL-5542).

Renewal of License

WORZ Orlando, Fla., Central Florida Bcstg. Co. (BR-1499); WLOF Orlando, Fla., Mid-Florida Radio Corp. (BR-1096); WSTN St. Augustine, Fla., St. Augustine Bcstg. Co. (BR-2912); WNTM Vero Beach, Fla., Central Florida Bcstg. Co. (BR-3023); WMDD Fajardo, P. R., a partnership d/b as Madrazo and Diaz (BR-1765).

Mod. of CP

WHIZ Zanesville, Ohio, Southeastern Ohio Bcstg. System Inc.—Mod. of CP (BP-8194) as mod. which authorized change in transmitter and studio locations and changes in antenna system for extension of completion date (BMP-6716).

WATR-TV Waterbury, Conn., WATR Inc.—Mod. of CP (BPCT-965) as mod. which auth. new tv station, extension of completion date (BMPCT-2649).

WNOW-TV York, Pa., H. J. Williams, M. E. Cousler and Lowell W. Williams, a partnership d/b as the Helm Coal Co.—Mod. of CP (BPCT-356) as mod. which authorized new tv station, extension of completion date to 7-5-55 (BMPCT-2648).

WHA-TV Madison, Wis., Wisconsin State Radio Council—Mod. of CP (BPET-47) as mod. which auth. new non-comm. ed. tv station for extension of completion date (BMPET-58).

WGTH-TV Hartford, Conn., General-Times Television Corp.—Mod. of CP (BPCT-1785) as mod. which authorized new tv station to extend completion date to 4-5-55 (BMPCT-2652).

WABI-TV Bangor, Me., Community Telecasting Service—Mod. of CP (BPCT-1872) which authorized changes in facilities of existing tv station to extend completion date to 2-28-55 (BMPCT-2651).

WHIZ-TV Zanesville, Ohio, Southeastern Ohio Television System—Mod. of CP (BPCT-1190) as mod. which authorized a new tv station to extend completion date to 6-6-55 (BMPCT-2647).

KCTL (TV) Seattle, Wash., Seattle Construction Co.—Mod. of CP (BPCT-1811), which authorized a new tv station to extend completion date to 6-7-55 (BMPCT-2650).

TELESTATUS

December 13, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
► **WABT (13) NBC, ABC, DuM; Blair; 293,120**
► WBRC-TV (6) CBS; Katz; 286,494
WJLN-TV (48) 12/10/52-Unknown
WEDB (*10) 10/13/54-Unknown

Decatur†—
► WMSL-TV (23) NBC; Walker; 20,100

Dothan†—
WTVY (9) 7/2/54-12/25/54

Mobile†—
► **WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 86,000**
WKAB-TV (48) See footnote (c)
The Mobile Tv Corp. (5) Initial Decision 2/12/54

Montgomery—
► WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 43,450
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-12/25/54

Munford†—
WEDM (*7) 6/2/54-Unknown

Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
► KVAR (12) NBC, DuM; Raymer; 101,523

Phoenix—
► KOOL-TV (10) ABC; Hollingbery; 105,570
► KPHO-TV (5) CBS, DuM; Katz; 101,523
KTVK (3) Weed; 6/10/54-1/15/55

Tucson—
► KOPO-TV (13) CBS, DuM; Hollingbery; 34,866
► KVOA-TV (4) ABC, NBC; Raymer; 34,866

Yuma†—
► KIVA (11) NBC, DuM; Grant; 24,670

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown

Fort Smith†—
► KFSA-TV (22) ABC, CBS, NBC, DuM; Pearson; 25,000
KNAC-TV (5) Rambeau; 6/3/54-1/1/55

Hot Springs†—
KTVR (9) 1/20/54-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

New Starters

The following tv stations are the newest to start regular programming:

KVOO-TV Tulsa, Okla. (ch. 2), Dec. 5.

WFMZ-TV Allentown, Pa. (ch. 67), Dec. 4.

Total stations on air in U. S. and possessions: 416; total cities with stations on air: 277. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 34,369,245.

*** Indicates educational stations.**

† Cities NOT interconnected to receive network service.

(a) Figure does not include 375,314 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) The following stations have suspended regular operations but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KTHE (TV) Los Angeles; WPFA (TV) Pensacola, Fla.; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; WFPG-TV Atlantic City, N. J.; WTVE (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; KCEB (TV) Tulsa, Okla.; WLBR-TV Lebanon, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; KETX (TV) Tyler, Tex.; WTOV-TV Norfolk, Va.

(d) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

Station
KRLD TV
Dallas
Covers the Largest
TELEVISION
MARKET
Southwest
with
MAXIMUM
POWER
100,000 Watts Video
50,000 Watts Audio
DALLAS and
FORT WORTH
More than a Million
urban population in the
50-mile area
More than TWO MILLION
in the 100-mile area . . .
NOW
414,944
TELEVISION HOMES
IN KRLD-TV'S
EFFECTIVE COVERAGE
AREA
EXCLUSIVE CBS
TELEVISION OUTLET FOR
DALLAS-FORT WORTH
AREAS
This is why
KRLD-TV
is your best buy
Channel 4 Represented by
The BRANHAM Company

Little Rock—
► KARK-TV (4) NBC, DuM; Petry; 81,258
KETV (23) 10/30/53-Unknown
KTHV (11) 11/4/54-Unknown
► KATV (7) (See Pine Bluff)
Pine Bluff†—
► KATV (7) ABC, CBS; Avery-Knodel; 77,233
Texarkana—
► KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
► KBAK-TV (29) ABC, DuM; Forjoe; 82,000
► KERO-TV (10) CBS, NBC; Avery-Knodel; 146,398
Berkeley (San Francisco)—
► KQED (*9)
Chico—
► KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 48,962
Corona†—
KCOA (52), 9/16/53-Unknown
Eureka†—
► KIEM-TV (3) ABC, CBS, NBC, DuM; Hoag-Blair, Blair Tv; 18,778
Fresno—
KBID-TV (53) See footnote (c)
► KJEO (47) ABC, CBS; Branham; 142.796
► KMJ-TV (24) CBS, NBC; Raymer; 134,000
KARM, The George Harm Station (12) Bolling; Initial Decision 8/31/54
Los Angeles—
► KABC-TV (7) ABC; Petry; 1,955,185
KBIC-TV (22) 2/10/52-Unknown
► KCOP (13) Katz; 1,955,185
► KHJ-TV (9) DuM; H-R; 1,955,185
► KNXT (2) CBS; CBS Spot Sls.; 1,955,185
► KRCA (4) NBC; NBC Spot Sls.; 1,955,185
KTHE (*28). See footnote (c)
► KTLA (5) Raymer; 1,955,185
► KTTV (11) Blair; 1,955,185
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
► KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
► KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) Initial Decision 6/3/51
KBET-TV (10) 9/29/54-Feb. '55
Salinas†—
► KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
► KFMB-TV (8) ABC, CBS; Petry; 245,167
► KFSD-TV (10) NBC; Katz; 245,167
KUSH (21) 12/23/53-Unknown
San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
► KGO-TV (7) ABC; Petry; 1,016,110
► KPIX (5) CBS; Katz; 1,016,110
► KRON-TV (4) NBC; Free & Peters; 1,016,110
► KSAN-TV (32) McGillvra; 125,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
► KVEC-TV (6) ABC, DuM; Grant; 76,715
Santa Barbara—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692
Stockton†—
► KOVR (13) DuM; Blair
► KTVU (36) NBC; Hollingbery; 112,000
Tulare (Fresno)—
► KVVG (27) DuM; Forjoe; 150,000
Visalia†—
KAKI (43) 10/6/54-Unknown

COLORADO

Colorado Springs—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 52,223
► KRDO-TV (13) NBC; McGillvra; 32,000
Denver—
► KBTV (9) ABC; Free & Peters; 253,596
► KFEL-TV (2) DuM; Blair; 253,596
► KLZ-TV (7) CBS; Katz; 253,596
► KOA-TV (4) NBC; Petry; 253,596
KRMA-TV (*6) 7/1/53-Unknown
Grand Junction†—
► KFXJ-TV (5) NBC, ABC, DuM; Holman; 6,000
Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 50,906

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
► WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
WCHF (*24) 1/29/53-Unknown
► WGTH-TV (18) ABC, DuM; H-R; 241,236
New Britain—
► WKNB-TV (30) CBS; Bolling; 219,422
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
WCNE (*63) 1/29/53-Unknown
Stamford†—
WSTF (27) 5/27/53-Unknown
Waterbury—
► WATR-TV (53) ABC; Stuart; 156,000

DELAWARE

Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 223,029
WILM-TV (83) 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 600,000
WOOK-TV (50) 2/24/54-Unknown
► WRC-TV (4) NBC; NBC Spot Sls.; 655,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 646,900
► WTTG (5) DuM; Blair; 619,000
Washington Metropolitan Tv Corp. (20) 10/21/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55
Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling; 121,000 (also Miami)
Fort Myers†—
► WINK-TV (11) ABC; Weed; 10,439

Strong Pull
KMJ-TV

. . . keeps viewers tuned to

KMJ·TV

FRESNO • CHANNEL 24

the FIRST TV station in California's San Joaquin Valley

KMJ-TV pioneered television in this important *inland* California market. The strong pull of top local programming plus NBC and CBS network shows continue to make it this area's most-tuned-to TV station. *KMJ-TV is your best buy in the Valley.*

Paul H. Raymer, National Representative

Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 81,000
► **WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.**; 261,000
WOBS-TV (30) Stars National; 8/12/53-1/1/55

Miami—
WMFL (33) 12/9/53-Unknown
WMIE-TV (27) Stars National; 12/2/53-1/1/55
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) CBS, ABC, NBC, DuM; Free & Peters; 287,600
► **WITV (17) See Fort Lauderdale**

Orlando—
► **WDBO-TV (6) CBS, ABC, NBC, DuM; Blair**; 60,000

Panama City†—
► **WJDM (7)** ABC, NBC; **Hollingbery; 22,500**

Pensacola†—
► **WEAR-TV (3) ABC, CBS, DuM; Hollingbery**; 85,000
WPFA (15) See footnote (c)

St. Petersburg—
► **WSUN-TV (38) ABC, CBS, NBC, DuM; Weed**; 115,000

Tampa†—
WFLA-TV (8) Blair; 8/4/54-Feb. '55
WTVT (13) Avery-Knodel; 9/2/54-Unknown

West Palm Beach—
WEAT-TV (12) ABC; Walker; 2/18/54-1/1/55
► WIRK-TV (21) ABC, DuM; Weed; 41,220
► WJNO-TV (5) NBC, ABC, CBS, DuM; Meeker; 222,500

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; **45,000**

Atlanta—
► **WAGA-TV (5) CBS, DuM; Katz; 456,190**
► WLWA (11) ABC; Crosley Sls.; 460,430
WQXI-TV (36) 11/19/53-Early Dec. (granted STA Oct. 26)
► **WSB-TV (2) NBC; Petry; 475,221**

Augusta—
► **WJBF (6) ABC, NBC, DuM; Hollingbery**; 121,200
► WRDW-TV (12) CBS; Headley-Reed; 110,000

Columbus—
► **WDAK-TV (28) ABC, NBC, DuM; Headley-Reed**; 80,220
► **WRBL-TV (4) CBS; Hollingbery; 85,592**

Macon—
► **WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 81,588**
► **WNEX-TV (47) NBC; Branham; 62,032**

Rome†—
► **WROM-TV (9) Weed; 135,290**

Savannah—
► **WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel**; 54,341
WSAV Inc. (3) Initial Decision 3/31/54

Thomasville†—
WCTV (6) Stars National; 12/23/53-1/1/55

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 37,075
► **KIDO-TV (7) ABC, NBC, DuM; Blair; 35,800**

Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 31,150

Pocatello†—
KWIK-TV (6) ABC; Hollingbery; 3/26/53-Unknown

Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Early '55

ILLINOIS

Belleville (St. Louis, Mo.)—
► **WTVI (54) ABC, CBS, DuM; Radio Tv Representatives; 290,900**

Bloomington—
► **WBLN (15) McGillvra; 113,242**

Champaign—
► **WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000**
WTLC (*12) 11/4/53-Unknown

Chicago—
► **WBBM-TV (2) CBS; CBS Spot Sls.; 1,871,800**
► **WBKB (7) ABC; Blair; 1,696,519**
► **WGN-TV (9) DuM; Hollingbery; 2,050,000**
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► **WNBQ (5) NBC; NBC Spot Sls.; 2,043,000**
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Danville—
► **WDAN-TV (24) ABC; Everett-McKinney; 35,000**

Decatur—
► **WTVP (17) ABC, DuM; Bolling; 140,000**

Evanston†—
WTLE (32) 8/12/53-Unknown

Harrisburg†—
► WSIL-TV (22) ABC; Walker; 34,692

Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown

Peoria—
► **WEEK-TV (43) CBS, NBC; Headley-Reed**; 214,837
► WTVH-TV (19) CBS, ABC, DuM; Petry; 214,000
WIRL Tv Co. (8) Initial Decision 11/5/54

Quincy† (Hannibal, Mo.)—
► **WGEM-TV (10) ABC, NBC; Avery-Knodel; 124,500**
► **KHQA-TV (7) See Hannibal, Mo.**

Rockford—
► **WREX-TV (13) ABC, CBS; H-R; 219,257**
► **WTVO (39) NBC, DuM; Weed; 94,000**

Rock Island (Davenport, Moline)—
► **WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 268,947**

Springfield—
► **WICS (20) ABC, NBC, DuM; Young; 85,000**
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54

INDIANA

Bloomington—
► WTTV (4) ABC, NBC, DuM; Meeker; 584,843 (also Indianapolis)

Elkhart†—
► **WSJV (52) ABC, NBC, DuM; H-R; 204,103**

Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 74,776
► **WEHT (50) See Henderson, Ky.**
Evansville Tv Inc. (7) Initial Decision 10/4/54

Fort Wayne—
► **WKJG-TV (33) NBC, DuM; Raymer; 112,186**
► **WINT (15) See Waterloo**
WANE-TV (69) Bolling; 9/29/54-Unknown

Indianapolis—
► WFBM-TV (6) ABC, CBS; Katz; 665,000
► **WISH-TV (8) ABC, CBS, NBC, DuM; Bolling 663,000**
► **WTTV (4) See Bloomington**

Lafayette†—
► **WFAM-TV (59) ABC, CBS, NBC, DuM; Rambeau**; 64,250

Muncie—
► **WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker**; 84,700

Notre Dame (South Bend)†—
WNDU-TV (46) NBC; 8/12/54-Unknown

Princeton†—
WRAY-TV (52) See footnote (c)

South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 205,321

Terre Haute—
► **WTHI-TV (10) ABC, CBS, DuM; Bolling; 144,267**

Waterloo (Fort Wayne)—
► WINT (15) ABC, CBS; H-R; 104,345

IOWA

Ames—
► **WOI-TV (5) ABC, CBS, DuM; Weed; 247,590**

Cedar Rapids—
► **KCRG-TV (9) ABC, DuM; Venard; 116,333**
► **WMT-TV (2) CBS; Katz; 245,120**

Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 295,156

Des Moines—
► **KGTV (17) ABC; Hollingbery; 76,500**
► **WHO-TV (13) NBC; Free & Peters; 286,000**
Cowles Broadcasting Co. (8) Initial Decision 8/26/54

Fort Dodge†—
► **KQTV (21) ABC; Pearson; 42,100**

Mason City—
► KGLO-TV (3) CBS, DuM; Weed; 112,572

Sioux City—
KCTV (36) 10/30/52-Unknown
► KTIV (4) NBC, ABC, DuM; Hollingbery; 139,450
► **KVTV (9) ABC, CBS, DuM; Katz; 120,123**

Waterloo—
► **KWWL-TV (7) NBC, DuM; Headley-Reed**; 140,763

KANSAS

Great Bend†—
► KCKT (2) Bolling

Hutchinson—
► **KTVH (12) CBS, DuM; H-R; 151,726**

Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown

Pittsburg†—
► KOAM-TV (7) ABC, NBC, DuM; Katz; 70,197

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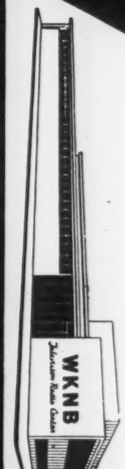

Topeka—
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 388,142
Wichita—
► KAKE-TV (10) ABC; Hollingbery
► KEDD (16) NBC; Petry; 124,311
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson† (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 62,075
Lexington†—
WLAP-TV (27) 12/3/53-Unknown
WLEX-TV (18) Forjoe; 4/13/54-1/15/55
Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 414,755
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21) See footnote (c)
WQXL-TV (41) Forjoe; 1/15/53-early '55
Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
► KALB-TV (5) Weed
Baton Rouge—
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 75,000
WBRZ (2) Hollingbery; 1/28/54-1/1/55
Lafayette†—
KLFY-TV (10) Rambeau; 9/16/53-Unknown
KVOL-TV (10) 9/16/53-Unknown
Lake Charles—
► KPLC-TV (7) NBC; Weed; 55,935
► KTAG (25) CBS, ABC, DuM; Young; 30,000
Monroe—
KFAZ (43) See footnote (c)
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 176,500
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Unknown
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412
► WJMR-TV (61) ABC, CBS, DuM; Bolling; 108,992

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Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 66,800
Shreveport Tv Co. (12) Initial Decision 6/7/54- See footnote (d)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 79,104
► WTWO (2) Venard
Lewiston—
► WLAM-TV (17) DuM; Everett-McKinney; 21,707
Poland Spring—
► WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 259,933
Portland—
► WCSH-TV (6) NBC; Weed; 141,504
► WGAN-TV (13) ABC, CBS; Avery-Knodel
► WPMT (53) DuM; Everett-McKinney; 50,100

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 575,174
► WBAL-TV (11) NBC; Petry; 575,174
WITH-TV (72) Forjoe; 12/18/52-Unknown
► WMAR-TV (2) CBS; Katz; 575,174
WTLF (18) 12/9/53-Unknown
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
► WBOC-TV (16) ABC, DuM; Burn-Smith; 40,760

MASSACHUSETTS

Adams (Pittsfield)—
► WMGT (19) DuM; Walker; 169,015
Boston—
► WBZ-TV (4) NBC; Free & Peters; 1,239,424
WGBH-TV (*2) 7/16/53-Fall '54
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,239,424
Brockton†—
WHEF-TV (62) 7/30/53-Fall '54
Cambridge (Boston)—
► WTAO-TV (56) DuM; Everett-McKinney 178,000
Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 156,000
► WWLP (61) ABC, NBC; Hollingbery; 156,000
Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
► WWOR-TV (14) ABC, DuM; Raymer; 68,112

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 22,400
WUOM-TV (*26) 11/4/53-Unknown
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown
Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed 289,793
Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 62,410
Detroit—
WBID-TV (62) 11/19/53-Unknown
► WJBK-TV (2) CBS; Katz; 1,468,400
WTVS (*56) 7/14/54-Late '54
► WWJ-TV (4) NBC; Hollingbery; 1,466,000
► WXYZ-TV (7) ABC; Blair; 1,308,200
WJLB-TV (50) 9/8/54-Unknown
► CKLW-TV (9) See Windsor, Ont.
East Lansing†—
► WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Unknown
Grand Rapids—
► WOOD-TV (8) ABC, NBC, DuM; Katz; 460,860
WMCN (23) 9/2/54-Unknown
Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 539,390
Lansing—
► WTOM-TV (54) ABC, DuM; Everett-McKinney; 55,000
► WJIM-TV (6) ABC, CBS, NBC; Petry; 410,390
Marquette†—
WAGE-TV (6) 4/7/54-Unknown
Muskegon†—
WTVM (35) 12/23/52-Unknown
Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 140,000
WSBM-TV (51) 10/29/53-Dec. '55
Traverse City†—
► WPBN-TV (7) NBC; Holman

MINNESOTA

Austin—
► KMMT (6) ABC; Pearson; 95,951
Duluth (Superior, Wis.)—
► KDAL-TV (3) ABC, NBC; Avery-Knodel; 74,500
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (c)
Hibbing†—
KHTV (10) 1/13/54-Unknown
Minneapolis (St. Paul)—
KEYD-TV (9) DuM; H-R; 6/10/54-1/9/55
► WCCO-TV (4) CBS; Free & Peters; 533,000
► WTCN-TV (11) ABC; Blair; 533,000
Rochester—
► KROC-TV (10) NBC; Meeker; 92,386
St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 511,000
► WMIN-TV (11) ABC, DuM; Blair; 533,000

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54
Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Early '55
Jackson—
► WJTV (25) CBS, DuM; Katz; 61,000
► WLBT (3) NBC; Hollingbery; 98,472
► WSLI-TV (12) ABC; Weed; 108,450
Meridian†—
WCOC-TV (30) See footnote (c)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 56,800

MISSOURI

Cape Girardeau†—
► KFVS-TV (12) CBS
Clayton†—
KFUO-TV (30) 2/5/53-Unknown
Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 53,048.
Festus†—
KACY (14) See footnote (c)
Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 136,032
► WGEM-TV (10) See Quincy, Ill.
Jefferson City†—
KRCG (13) 6/10/54-Unknown
Joplin—
► KSWM-TV (12) CBS; Venard; 81,270
Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 440,665
► KMBC-TV (9) CBS; Free & Peters; 440,665
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 440,665
Kirksville†—
KTVO (3) 12/16/53-Unknown
St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 115,845
St. Louis—
► KETC (*9) 500,000
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 691,780
► KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► WTVI (54) See Belleville, Ill.
Sedalia†—
► KDRO-TV (6) Pearson; 57,000
Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 56,880
► KYTV (3) ABC, NBC; Hollingbery; 58,670

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 17,000
Butte†—
KOPR-TV (4) See footnote (c)
► KXLF-TV (6). No estimate given.
Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Headley-Reed; 18,000
Missoula†—
► KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna; 14,000

NEBRASKA

Kearney (Holdrege)—
► KHOL-TV (13) ABC, CBS, DuM; Meeker; 41,692
Lincoln—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 107,204
► KUON-TV (*12)
Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) NBC, DuM; Blair; 283,150
Scottsbluff†—
KSTF (10) 8/18/54-Unknown

NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-1/1/55
Las Vegas—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 16,728
Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 16,500

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown
Manchester—
► WMUR-TV (9) ABC, DuM; Weed; 381,338
Mt. Washington†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

Asbury Park†—
►WRTV (58) 10,500
Atlantic City—
WFPG-TV (46) See footnote (c)
WOCN (52) 1/8/53-Unknown
Camden†—
WKDN-TV (17) 1/28/54-Unknown
Newark (New York City)—
►WATV (13) Petry; 4,150,000
New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque—
►KOAT-TV (7) ABC, DuM; Hollingbery; 50,000
►KOB-TV (4) NBC; Branham; 51,716
►KGGM-TV (13) CBS; Weed; 51,716
Roswell†—
►KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 25,427

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
►WROW-TV (41) ABC, DuM; Bolling; 125,000
►WTRI (35) CBS; Blair; 125,633
WTVZ (*17) 7/24/52-Unknown
Binghamton—
►WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 307,020
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown
Buffalo—
►WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 430,042. See footnote (a).
►WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 170,000
►WGR-TV (2) ABC, NBC, DuM; Headley-Reed; 425,567
WTVF (*23) 7/24/52-Unknown
Carthage (Watertown)—
►WCNY-TV (7) ABC, CBS; Weed
Elmira—
WTVE (24) See footnote (c)
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown
Kingston—
►WKNY-TV (66) ABC, CBS, NBC, DuM. Meeker; 18,000
Lake Placid †(Plattsburg)—
WIRI (5) Young; 12/2/53-12/15/54 (granted STA Nov. 18)
New York—
►WABC-TV (7) ABC; Weed; 4,180,000
►WABD (5) DuM; Avery-Knodel; 4,180,000
►WCBS-TV (2) CBS; CBS Spot Sls.; 4,180,000
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
►WOR-TV (9) WOR; WOR-TV Sls.; 4,180,000
►WPIX (11) Free & Peters; 4,180,000
►WRCA-TV (4) NBC; NBC Spot Sls.; 4,180,000
►WATV (13) See Newark, N. J.
Rochester—
WCBF-TV (15) 6/10/53-Unknown
►WHAM-TV (5) NBC; Hollingbery; 255,000
►WHEC-TV (10) ABC, CBS; Everett-McKinney; 281,790
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
►WVET-TV (10) ABC, CBS; Bolling; 281,790
Schenectady (Albany, Troy)—
►WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 395,400
Syracuse—
►WHEN-TV (8) ABC, CBS, DuM; Katz; 350,500
WHTV (*43) 9/18/52-Unknown
►WSYR-TV (3) NBC; Headley-Reed; 351,750
Utica—
►WKTV (13) ABC, CBS, NBC, DuM; Cooke; 151,000

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NORTH CAROLINA

Asheville†—
►WISE-TV (62) CBS, NBC; Bolling; 32,300
►WLOS-TV (13) ABC, DuM; Venard; 277,000
Chapel Hill†—
WUNC-TV (*4) 9/30/53-Late '54
Charlotte—
►WAYS-TV (36) ABC, NBC; Bolling; 56,338
►WBTV (3) CBS, ABC, NBC, DuM; CBS Spot Sls.; 440,406
Durham—
►WTVD (11) ABC, NBC; Headley-Reed; 185,690
Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown
Gastonia†—
WTVX (48) 4/7/54-Unknown
Greensboro—
►WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 252,716
Greenville—
►WNCT (9) ABC, CBS, NBC, DuM; Pearson, 80,800
Raleigh—
►WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 112,600
Washington†—
North Carolina Tv Inc. (7) 10/27/54-Unknown
Wilmington†—
►WMFD-TV (6) ABC, NBC; Weed; 36,660
WTHT (3) 2/17/54-Unknown
Winston-Salem—
►WSJS-TV (12) NBC; Headley-Reed; 245,189
►WTOB-TV (26) ABC, DuM; H-R; 81,200

NORTH DAKOTA

Bismarck†—
►KFYR-TV (5) ABC, CBS, NBC, DuM; Blair, 16,915
Fargo†—
►WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 65,000
Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot†—
►KCJB-TV (13) ABC, CBS, NBC, DuM; Weed. 26,000
Valley City†—
►KXJB-TV (4) CBS; Weed; 50,000

OHIO

Akron—
►WAKR-TV (49) ABC; Weed; 174,066
Ashtabula†—
►WICA-TV (15) 25,000
Canton†—
Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54
Cincinnati—
►WCET (*48) 2,000
►WCPO-TV (9) ABC, DuM; Branham; 724,140
►WKRC-TV (12) CBS; Katz; 662,236
►WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-early '55
Cleveland—
WERE-TV (65) 6/18/53-Unknown
►WEWS (5) CBS; Branham; 1,063,130
WHK-TV (19) 11/25/53-Unknown
►WNBK (3) NBC; NBC Spot Sls.; 1,045,000
►WXEL (8) ABC, CBS, DuM; Katz; 1,063,000
Columbus—
►WBNS-TV (10) CBS; Blair; 307,000
►WLWC (4) NBC; WLW Sls.; 307,000
WOSU-TV (*34) 4/22/53-Unknown
►WTVN-TV (6) DuM; Katz; 381,451
Dayton—
►WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (c)
►WLWD (2) ABC, NBC; WLW Sls; 320,000
Elyria†—
WEOL-TV (31) 2/11/54-Fall '54
Lima—
WIMA-TV (35) Weed; 1/24/52-Early '55
►WLOK-TV (73) ABC, CBS, NBC; H-R; 63,557
Mansfield†—
WTVG (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville (Wheeling, W. Va.)—
►WSTV-TV (9) CBS; Avery-Knodel; 1,083,900
Toledo—
►WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 303,050
WTOH-TV (79) 10/20/54-Unknown
Youngstown—
►WFMJ-TV (21) NBC; Headley-Reed; 146,000
►WKBN-TV (27) ABC, CBS, DuM; Raymer, 144,872
Zanesville—
►WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000

OKLAHOMA

Ada—
►KTEN (10) ABC; Venard; 180,000
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid†—
►KGEO-TV (5) ABC; Pearson; 118,000
Lawton†—
►KSWO-TV (7) DuM; Pearson; 54,540
Miami†—
KMIV (58) 4/22/53-Unknown
Muskogee†—
►KTVX (8) ABC, CBS, NBC, DuM; Avery-Knodel; 245,000
Oklahoma City—
KETA (*13) 12/2/53-Unknown
►KMPT (19) DuM; Bolling; 98,267
►KTVQ (25) ABC; H-R; 167,381
►KWTV (9) CBS, DuM; Avery-Knodel; 256,102
►WKY-TV (4) ABC, NBC; Katz; 296,081
Tulsa—
KCEB (23) See footnote (c)
►KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
►KVOO-TV (2) NBC; Blair
KOED-TV (*11) 7/21/54-Unknown

OREGON

Eugene—
►KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 30,000
Klamath Falls†—
KFJI Broadcasters Inc. (2) 12/2/54-Unknown
Medford—
►KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair, Blair-Tv; 26,500

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

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Portland—
KLOR (12) ABC; Hollingbery; 7/22/54-3/1/55
► KOIN-TV (6) ABC, CBS; CBS Spots Sls.; 240,964
► KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 196,856
North Pacific Tv Inc. (8) Initial Decision 6/16/54

Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
► WFMZ-TV (67) Avery-Knodel
WQCY (39) **Weed; 8/12/53-Unknown**

Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 447,128

Bethlehem—
► WLEV-TV (51) NBC; Meeker; 89,307

Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 84,915

Erie—
► WICU (12) ABC, NBC, DuM; Petry; 208,500
WLEU-TV (66) 12/31/53—Unknown
► WSEE (35) CBS, DuM; Avery-Knodel; 48,309

Harrisburg—
► WCMB-TV (27) Cooke
► WHP-TV (55) CBS; Bolling; 193,002
► WTPA (71) ABC, NBC; Headley-Reed; 193,002

Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

Johnstown—
► WARD-TV (56) ABC, CBS, DuM; Weed
► WJAC-TV (6) ABC, CBS, NBC, DuM; Katz; **805,604**

Lancaster—
► WGAL-TV (8) CBS, NBC, DuM; Meeker; 602,350
WWLA (21) 5/7/53-Fall '54

Lebanon†—
WLBR-TV (15) See footnote (c)

New Castle—
► WKST-TV (45) ABC, DuM; Everett-McKinney; 146,367

Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls.; **1,854,637**
► WFIL-TV (6) ABC, DuM; Blair; 1,833,160
WIBG-TV (23) 10/21/53-Unknown
► WPTZ (3) **NBC; Free & Peters; 1,820,000**

Pittsburgh—
► WDTV (2) CBS, NBC, DuM; DuM Spot Sls.; 1,134,110
► WENS (16) ABC, CBS, NBC; Petry; 412,000
WKJF-TV (53) See footnote (c)
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown

Reading—
► WEEU-TV (33) ABC, NBC; Headley Reed; 95,000
► WHUM-TV (61) CBS; H-R; 219,870

Scranton—
► WARM-TV (16) ABC; Hollingbery; 181,397
► WGBI-TV (22) CBS; Blair; 185,000
► WTVU (73) Everett-McKinney; 150,424

Sharon†—
WSHA (39) 1/27/54-Unknown

Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 200,000
► WILK-TV (34) ABC, DuM; Avery-Knodel, 190,000

Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Jan. '55

York—
► WNOW-TV (49) DuM; Forjoe; 87,400
► WSBA-TV (43) ABC; Young; 88,000

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, NBC, DuM; Weed; 1,143,201
► WNET (16) ABC, CBS, DuM; Raymer; 72,000
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA 9/23/53)

SOUTH CAROLINA

Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 76,121

Camden†—
WACA-TV (15) 6/3/53-Unknown

Charleston—
► WCSC-TV (5) ABC, CBS; Free & Peters 139,832
► WUSN-TV (2) NBC, DuM; H-R; 138,000

Columbia—
► WCOS-TV (25) ABC, DuM; Headley-Reed; 66,000
► WIS-TV (10) ABC, NBC, DuM; Free & Peters; 133,542
► WNOK-TV (67) CBS; Raymer; 67,500

Florence†—
► WBTW (8) ABC, CBS; CBS Spot Sls.; 100,000

Greenville—
► WFBC-TV (4) NBC; Weed; 443,850
► WGVL (23) ABC, DuM; H-R; 101,200

Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Early '55

SOUTH DAKOTA

Sioux Falls—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 107,311

TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 103,021
Mountain City Tv Inc. (3) Initial Decision 7/5/54

Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-3/1/55

Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 129,360

Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 95,110
► WTSK-TV (26) ABC, CBS, DuM; Pearson; 80,050

Memphis—
► WHBQ-TV (13) CBS; Blair; 306,199
► WMCT (5) ABC, NBC, DuM; Branham; 306,199
WREC Broadcasting Service (3) Initial Decision 8/27/54

Nashville—
► WSIX-TV (8) ABC, DuM; Hollingbery; 216,940
► WSM-TV (4) NBC, DuM; Petry; 205,165

Old Hickory (Nashville)—
► WLAC-TV (5) CBS; Katz; 221,750

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 39,983

Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 61,703
► KGNC-TV (4) NBC, DuM; Katz; 61,703
KLYN-TV (7) 12/11/53-Unknown

Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 92,207

Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 37,600
Beaumont Bcstg. Corp. (6) CBS; 8/4/54-Unknown

Big Spring†—
KBST-TV (4) 7/22/54-Unknown

Corpus Christi†—
► KVDO-TV (22) ABC, NBC, DuM; Young; 27,600
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54

Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
► KRLD-TV (4) CBS; Branham; 414,944
► WFAA-TV (8) ABC, NBC, DuM; Petry; 414,944

El Paso—
KOKE (13) Forjoe; 3/18/54-Unknown
► KROD-TV (4) ABC, CBS, DuM; Branham; 60,602
► KTSM-TV (9) NBC; Hollingbery; 56,766

Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 416,000
KFJZ-TV (11) 9/17/54-Unknown

Galveston—
► KGUL-TV (11) CBS, DuM; CBS Spot Sls.; 325,000

Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; H-R; 47,173

Houston—
KNUZ-TV (39) See footnote (c)
► KPRC-TV (2) NBC; Petry; 378,000
► KTRK-TV (13) ABC; Blair
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown

Longview†—
► KTVE (32) Forjoe; 24,171

Lubbock—
► KCBD-TV (11) ABC, NBC; Raymer; 65,679
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 65,679
KFYO-TV (5) Katz; 5/7/53-Unknown

Lufkin†—
KTRE-TV (9) Venard; 11/17/54-Unknown

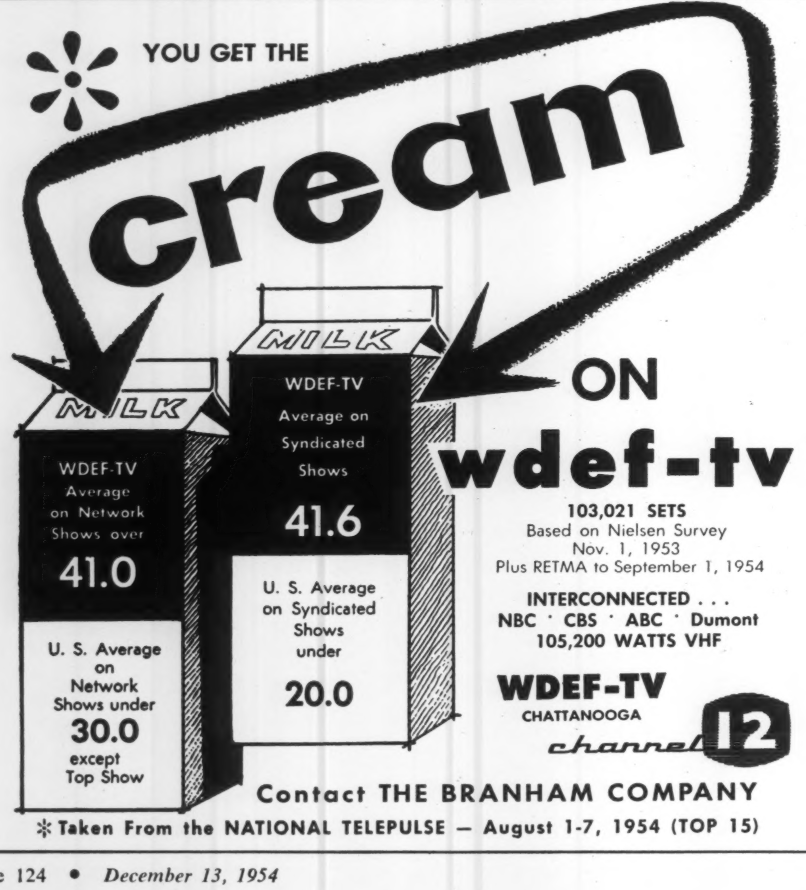
Midland—
► KMID-TV (2) ABC, CBS, NBC; Venard; 38,500

Odessa†—
Odessa Tv Co. (7) Initial Decision 11/18/54

San Angelo—
► KTXL-TV (8) CBS; Melville; 38,598

San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-Unknown
► KENS-TV (5) ABC, CBS, DuM; Free & Peters; 223,978
► WOAI-TV (4) NBC; Petry; 223,978

Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown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channel 12
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* Taken From the NATIONAL TELEPULSE — August 1-7, 1954 (TOP 15)

Temple—
► KCEN-TV (6) NBC; Hollingbery; 94,292
Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 86,110
Tyler†—
KETX (19) See footnote (c)
► KLTV (7) NBC, ABC, DuM, CBS; Pearson; 64,853
Waco†—
► KANG-TV (34) ABC, DuM; Pearson; 48,960
KWTX Bcstg. Co. (10) 12/1/54-Unknown
Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 47,173
Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 76,100
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown
Salt Lake City—
► KSL-TV (5) CBS, DuM; CBS Spot Sls.; 166,800
► KTVT (4) NBC; Blair; 166,800
► KUTV (2) ABC; Hollingbery; 165,200

VERMONT

Montpelier†—
► WMVT (3) ABC, CBS, NBC, DuM; Weed; 97,173

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Gill-Perna; 21,545
Hampton (Norfolk)—
► WVEC-TV (15) NBC; Avery-Knodel; 110,000
Harrisonburg—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson. 93,971
Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 152,000
Newport News—
► WACH-TV (33) Walker
Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 342,581
WTOV-TV (27) See footnote (c)
► WVEC-TV (15) See Hampton
Petersburg†—
WPRG (8) 9/29/54-Unknown
Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 473,643
Roanoke—
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 288,976

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 127,653
Pasco†—
KPKR-TV (19) 11/3/54—Unknown
Seattle (Tacoma)—
► KING-TV (5) ABC; Blair; 387,300
► KOMO-TV (4) NBC; Hollingbery; 387,300
KCTS (*9) 12/23/53- Dec. '54
KCTL (20) 4/7/54-Unknown
Spokane—
► KHQ-TV (6) NBC; Katz; 92,310
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 93,803
► KREM-TV (2) Petry
Tacoma (Seattle)—
► KTVW (13) Branham; 387,300
► KTNT-TV (11) CBS, DuM; Weed; 387,300
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 30,789

WEST VIRGINIA

Bluefield†—
WHIS-TV (6) Katz; 10/29/54-Unknown
Charleston—
► WCHS-TV (8) ABC, CBS, DuM; Branham; 402,584
► WKNA-TV (49) ABC; Weed; 47,320
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-Spring '55
Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna: 35,200
Huntington—
► WSAZ-TV (3) ABC, NBC, DuM; Katz; 448,382
WHTN-TV (13) 9/2/54-Spring '55
Oak Hill (Beckley)†—
WOAY-TV (4) ABC; Weed; 6/2/54-Dec. '54
Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 30,000
Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 281.811
► WSTV-TV (9) See Steubenville, Ohio

WISCONSIN

Eau Claire—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 75,000
Green Bay—
► WBAY-TV (2) ABC, CBS, DuM; Weed; 210,000
WFRV-TV (5) 3/10/54-Unknown
► WMBV-TV (11) See Marinette
La Crosse†—
► WKBT (8) ABC, CBS, NBC, DuM; Raymer; 38,700
WTLB (38) 12/16/53-Unknown
Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 70,000
► WMTV (33) ABC, NBC, DuM; Bolling; 61,000
Badger Television Co. (3) Initial Decision 7/31/54
Marinette† (Green Bay)—
► WMBV-TV (11) ABC, NBC; Venard; 175,000
Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 408,900
► WOKY-TV (19) DuM; Bolling; 378,340
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 722,178
► WTVW (12) ABC, DuM; Petry
Neenah—
► WNAM-TV (42) ABC; George Clark
Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 70,000
► KDAL-TV (3). See Duluth, Minn.
Wausau—
► WSAU-TV (7) ABC, CBS, NBC, DuM; Meeker; 43,800

WYOMING

Cheyenne†—
► KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 49,000

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed; 14,000
► KTVA (11) NBC, DuM; Feltis; 10,000
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 60,000
► KONA (11) NBC; NBC Spot Sls; 60,000
► KULA-TV (4) ABC, DuM; Young; 62,000

PUERTO RICO

San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks; 43,345
► WKAQ-TV (2) CBS; Inter-American; 41,000

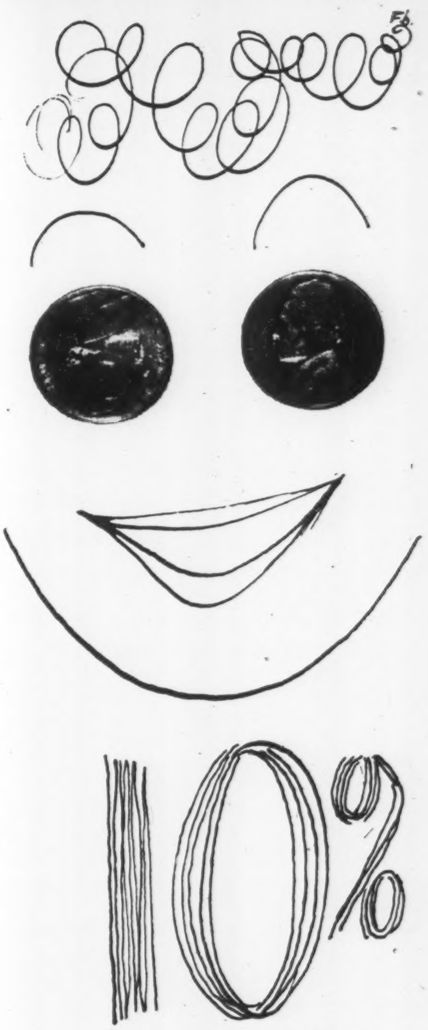
CANADA

Calgary, Alt.—
► CHCT-TV (2) CBC; All-Canada, Weed
Edmonton, Alt.—
► CFRN-TV (3)
Hamilton, Ont.—
► CHCH-TV (11) CBC, CBS, NBC; All-Canada. Young; 96,500
Kitchener, Ont.—
► CKCO-TV (13) CBC, CBS; Harry, Weed; 75,000
London, Ont.—
► CFPL-TV (10) CBC, CBS, NBC; All-Canada. Weed; 80,627
Montreal, Que.—
► CBFT (2) CBC French; CBC; 221,216
► CBMT (6) CBC; CBC; 221,216
Ottawa. Ont.—
► CBOT (4) CBC; CBC; 38,500
Port Arthur, Ont.—
► CFPA-TV (2) CBC; All-Canada, Weed
Quebec City, Que.—
► CFCM-TV (4) CBC; Hardy; 6,000 estimate
Regina, Sask.†—
► CKCK-TV (2) CBC, CBS, NBC; All-Canada, Weed; 10,000
Rimouski, Que†—
► CJBR-TV (3) CBC; CBC
St. John, N. B.†—
► CHSJ-TV (4) CBC; All-Canada, Weed; 12,000
Sudbury, Ont.†—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 11,249
Toronto, Ont.—
► CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000
Vancouver, B. C.†—
► CBUT (2) CBC; CBC; 30,000
Windsor, Ont. (Detroit, Mich.)—
► CKLW-TV (9) CBC, DuM; Young
Winnipeg, Man.†—
► CBWT (4) CBC; CBC; 5,000

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales; 43,650
Tijuana† (San Diego)—
► XETV (6) Weed; 260,550

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.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PRESIDENT AND GEN. MGR., W. D. "DUB" ROGERS
GEORGE COLLIE, NAT'L. SALES MGR.

—editorials

Inside on the Outlook

OPEN season for predictions for the year ahead is about to be inflicted upon all of us.

In broadcasting, we always begin with the regulatory outlook. Last year was tempestuous. And 1955, of course, will be the "year of decision" for radio, for television, for color, for subscription tv. The "whither are we headed" oracles will have a field day.

Broadcasting for years has been a "crisis" pursuit. The emergence of tv as the most potent force in American life since radio, has stimulated political, economic, social and public interest to the point where tv is perhaps the biggest single topic of conversation.

Small wonder, then, that the politicians run such tv temperatures. There's the prospect the FCC will have to run a shuttle service to the Capitol to answer Congressional committee inquiries.

Let's take a year-end look at the FCC itself. The GOP project to make over the FCC hasn't worked out. There's a new chairman, to be sure, but he finds himself in the tough spot of serving on an interim basis, with his every move watched by the Democratic opposition. Chairman McConnaughey is caught in the political switches through no fault of his own. He didn't seek the job.

Mr. McConnaughey was selected because of his reputation as an administrator and a lawyer and because he is an old-line Republican. He will be renominated next month by President Eisenhower. But the Democrats, who then will be in control, regard his nomination as controversial. Despite that, we'll lead with our chin and predict Mr. McConnaughey will be confirmed, after further hearing. It is the President's prerogative to name his own chairman. We know of nothing in Mr. McConnaughey's record to disqualify him. It is a Republican vacancy.

The fur may really fly on the next vacancy. The term of Comr. Hennock expires June 30. She is an avowed and militant candidate for seven-year reappointment. She is one of two Democrats on the seven-man Commission. She has howled calamity against the "vested interests." She is the self-appointed defender of the minorities.

There's been speculation aplenty about her successor (few believe the President can be prevailed upon to reappoint her). There are campaigns underway for a number of women. The Republican committee will probably want an Eisenhower Democrat. The Democrat-controlled Senate can be expected to be tougher on the confirmation of this appointee than on the McConnaughey nomination.

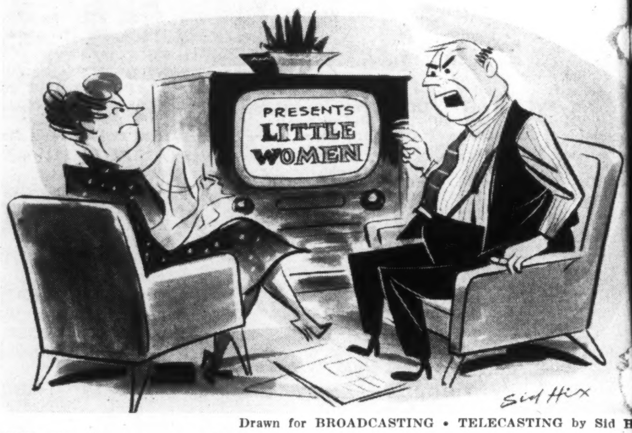
The Democrats also are looking ahead to 1956 when the term of Comr. E. M. Webster expires. They insist the Democrats are entitled to at least three of the seven commissionerships, and since Mr. Webster is an independent they may shoot for his job too. But they will be hard put to find flaws in the former Coast Guard Commodore's record. He has voted his convictions. He is an independent in the truest sense. He is the only engineer left on the FCC.

The extent of Congressional interests in broadcast affairs is manifest in both houses. The new move by Sen. Kilgore of West Virginia, who becomes chairman of the powerful Judiciary Committee, to investigate "monopoly" in almost every conceivable facet of communications manufacturing and transmission, may erupt into a jurisdictional dispute. The Senate Commerce Committee is charged with legislation dealing with communications. It already has the so-called Bricker inquiry into networks underway (though its scope is not limited).

Sen. Kilgore, wisely, we think, is seeking the counsel of Howard Chernoff, an able and experienced broadcaster, before a decision is reached. Mr. Chernoff has never crusaded for anything other than good broadcasting and a minimum of government interference with programming and business affairs.

Broadcasters, the networks and the FCC should not be harassed by two investigations. It is needless waste of taxpayers' money and time. Our own notion is the FCC and the Dept. of Justice have ample existing authority to proceed if, indeed, anything need be done.

But, as we have observed, 1955 may be that "year of decision." The tv chips are big. The politicians know elections are won or lost on the air. It's the year for presidential bees and bonnets. Anything can happen.



Drawn for BROADCASTING • TELECASTING by Sid H

"What's this . . . another puppet show!"

The Think's the Thing

ONE good reason why BBDO is one of the world's leading advertising agencies and why it probably will keep that enviabl position can be seen in its re-examination of radio.

As reported in B•T last week, 125 BBDO account execut attended a special briefing arranged by the agency's radio-televisi executives. Representatives of each of the four networks were invited to discuss radio in terms of its utility as an advertising vehicle in the contemporary advertising world.

What BBDO asked for and got was an unemotional appra The presentations were described to the executives who atte as "an attempt to clear away a lot of the nebulous thinkin what is still a vital medium so that we may be in a better po to discuss the matter with our clients should occasion arise."

To judge by the reports which were given to the BBDO executives, the attempt succeeded handsomely. We daresay that the general knowledge of radio among BBDO's vast executive hierarchy exceeds that to be found in many smaller shops.

We do not wish to imply that BBDO is a successful agency because it knows something about radio. It is successful because it has alert executives who know a lot about all media, who are open-minded enough to keep studying media as their relative values and their uses change.

As long as BBDO and other agencies and advertisers continue to evaluate media—unemotionally and with a sincere desire to use them wisely—broadcasters and telecasters have nothing to fear. Radio and television have proved advantages which other media lack and will get their full share of business from advertisers who are willing to ignore fancies and deal with facts.

The Sporting Life

THERE is an interesting contrast between the action of the major baseball leagues last week in refusing to vote restrictions on radio-tv coverage and the apparent determination of the National Collegiate Athletic Assn. to perpetuate its artificial controls over football telecasts.

The big baseball leagues are finding it not only possible but desirable to live with radio and television. If big league baseball can live with them, it is difficult to find a logical reason why college football tries to live without them.

True, there are many more college football teams than major league baseball teams, and there are other differences between professional baseball and "amateur" football. But in essence both are commercial enterprises and both depend for survival upon attracting audience, whether it pays directly at the gate or indirectly through rights bought by television sponsors.

Baseball has found its biggest rewards in a combination of gate receipts and sale of broadcast rights to broadcasters and advertisers. College football is only kidding itself if it fails to exploit the television coverage it has so far limited to a ridiculous minimum of one game a week, and that, more often than not, a poor one.

by Sid H

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TOP MARKET--BEST BUY...

Coverage . . . Viewing Habits . . . Maximum Power . . . top CBS network programming, and over five years of telecasting experience are but a few of many important factors why KOTV is your best buy in the oil rich Tulsa market.

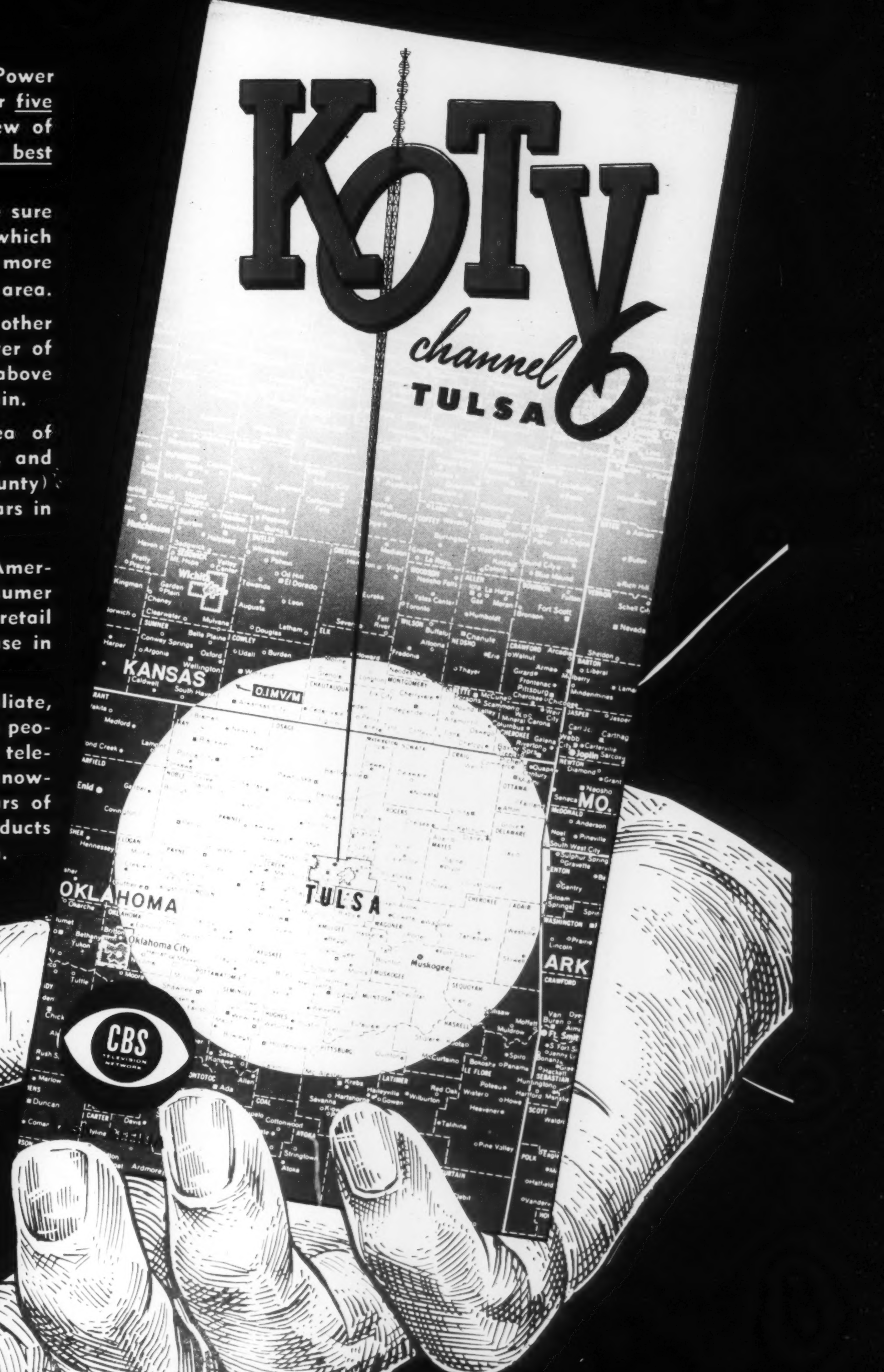
When you buy the Tulsa market you can be sure of reaching an established viewing audience which KOTV, and only KOTV, can offer with its more than five year lead over other stations in the area.

KOTV now serves a larger market than any other station in Oklahoma, using a maximum power of 100,000 watts and a new tower 1,135 feet above ground and 1,328 feet above average terrain.

Within the KOTV 0.1MV/M coverage area of 24,000 square miles live 1,116,790 people, and 345,000 families (excluding Oklahoma County) who last year spent more than a billion dollars in retail purchases.

Tulsa alone is a terrific market! A survey of America's 57 largest cities ranks Tulsa 7th in consumer spendable income, 6th in percent increase in retail sales since 1948, and 11th in percent increase in population since 1950.

These people look to KOTV, a basic CBS affiliate, for the finest of network programming. These people depend on KOTV for well planned local television programming. Ideas, technique and know-how that come from more than 26,000 hours of television service to a 4-state area sell your products when you buy KOTV — Tulsa's No. 1 Station.



KOTV channel 6 TULSA

CBS

CBS BASIC AFFILIATE

KOTV, Inc.

Represented by

Edward Petry & Co., Inc.